

CALL FOR PAPERS
Measuring the Impact of Pricing: Calculating ROI & Making the Business Case
(Liozu & Hinterhuber, Routledge 2014)

Project Goal:

This book explores contemporary theories and best practices of measuring and documenting the impact of pricing and calculating its ROI. The main aim is to provide proven methods, approaches and theories on how to calculate the impact of pricing activities on performance. Marketing ROI calculations (MROI) are today well established in theory and in practice – aim of this book is to make sure that pricing ROI calculations gain equal prominence.

This book is unique in three ways:

- This book introduces the concept of pricing ROI: Documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future – in times of budget constraints.
- This book explores the concept of pricing ROI under both a theoretical, academic perspective as well as under a practical, managerial perspective: This edited volume summarizes academic research on how to measure and document pricing ROI and it collects best practices from B2B and B2C companies on how to measure and increase pricing ROI.
- In this edited volume, all contributors are expected to refer to a common language: Authors are invited to use a set of established approaches and formulas to calculate pricing ROI (following the literature on marketing ROI calculations). This common approach to calculate pricing ROI creates a unified language across chapters and has the potential to highlight under which circumstances the proposed formula does not work and where thus further theoretical refinements are needed.

Contributions:

We would like to invite pricing experts, pricing consultants, and pricing practitioners to contribute to this exciting project by contributing non-commercial, unique and innovative ways to measure the impact of pricing and to calculate the ROI. Contributions might take three forms:

- 1) A 5 to 7 page case studies presenting a method, an approach or a program that was successfully used to document the impact of pricing and justify pricing investments.
- 2) A 10 to 15 page non-commercial paper elaborating in greater details on the calculation of ROI or on an approach to the measurement of the impact of pricing.
- 3) A 20 to 25 page academic paper linking pricing to superior results and justifying the investments in pricing.

Process to Contribute:

In the Call for Paper email you received, you should have received a Template to propose a potential contribution. If you are interested in this project, please fill out this template carefully and completely and submit it to sliozu@case.edu and andreas@hinterhuber.com.

The deadline for submitting this template is by December 31st 2012. All contributions will then go through a review process using the grid which is also included on page of the template.

Once contributions are reviewed and discussed, authors will be contacted to start working on the actual paper. Deadline to submit the draft paper is on March 15th 2013. A review process will then start to get all final papers submitted by June 30th 2013.

Important Considerations:

- 1) Papers have to be non-commercial in nature. You have to write this as a contribution to the pricing profession and not to promote yourself, your company or your solution.
- 2) Should you decide to contribute, please verify with your employer that it is ok for you to do so. We are not responsible nor interested in confidential information or proprietary intellectual property.
- 3) Should you decide to use graphics and visuals, please ask permission to use them for this project if you have found them on the internet or if they come from your employer. All visuals and graphs you originally create are ok to use but you will have to make a statement of where these come from.
- 4) Should you decide to contribute and your paper is selected, we will count on you to finish the paper and to submit it. Stephan and Andreas are available to help, coach, and guide to make sure you are successful.
- 5) This project is a fun but serious initiative which is done for the only purpose of contributing to the pricing profession. We adopt a high standard for writing, designing and formatting. We can recommend an editor if you would like your work to be checked and polished.

Reference:

We have done this before. We just published a book called „Innovation in Pricing“ which is now available for purchase on Amazon. This book was a collection of chapters from 26 authors.

http://www.amazon.com/Innovation-Pricing-Contemporary-Theories-Practices/dp/0415521645/ref=sr_1_1?ie=UTF8&qid=1353597629&sr=8-1&keywords=lio zu