



# Pricing Seminar Info Session

**Summer Semester 2023**

# Introduction

## Objectives:

- Conduct an independent, systematic, and structured analysis of a current Pricing Strategy topic
- Understand research development by reviewing relevant articles from highly ranked journals
- Critical discussion of the contents

This seminar helps to prepare students for writing an academic thesis which meets the standards of a master degree in economics.

# Basis of Evaluation

## Deliverables:

### 1. Intermediate Presentation

- Aim: Present your research question and your outline to get feedback
- Type: Individual presentation
- Duration: 5 minutes (about 2 slides)
- Language: Slides and presentation in English
- Time available: 8 weeks

# Basis of Evaluation

## Deliverables:

### 2. Research Paper

- Type: Individual work
- Length: 15 Pages
- Language: English or German
- Time available: 15 weeks

# Basis of Evaluation

## Deliverables:

### 3. Final Presentation of Research Paper

- Type: Group presentation
  - Duration: 15-25 minutes (depending on group size)
  - Language: Slides and presentation in English
  - Time available: 17 weeks
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- 6 Credits in total
  - Will not be graded on language skills, only on content

# Paper Guidelines

- Title: Choose your own title
- Paper Structure:
  1. Introduction
  2. Conceptual Background
  3. Theoretical Background
  4. Main Chapter
  5. Discussion
  6. Conclusion
- Number of Pages: 15 pages (+/- 10%) including table of content, graphs, tables, and references, but excluding cover page and declaration of authorship

# Paper Guidelines

- Method: Literature review (no data collection)
- General Guidelines: [https://www.uni-goettingen.de/de/leitfaden+für+abschlussarbeiten+\(pdf\)/209007.html](https://www.uni-goettingen.de/de/leitfaden+für+abschlussarbeiten+(pdf)/209007.html)
- Citation: Use only indirect citation
- Submission: Send your paper as a PDF file via mail to your supervisor - do not hand in a printed version

# Important Dates

Date	Place	Time	Event
Tuesday, 31.01.	OEC 0.167	12:15 PM	Topic Introduction
by Tuesday, 14.02.	Online	-	Seminar Registration
Thursday, 16.02.	Email	-	Admission & Topic Notification
by Thursday, 16.03.	Online	-	Flexnow Registration
by Friday, 17.03.	-	-	First Meeting with Supervisor
Friday, 14.04.	tba	9:00 AM	Intermediate Presentations
Thursday, 01.06.	Email	11:59 PM	Paper Due
Thursday, 15.06.	tba	9:00 AM	Final Presentations
Friday, 16.06.	tba	9:00 AM	Final Presentations



# Seminar Registration

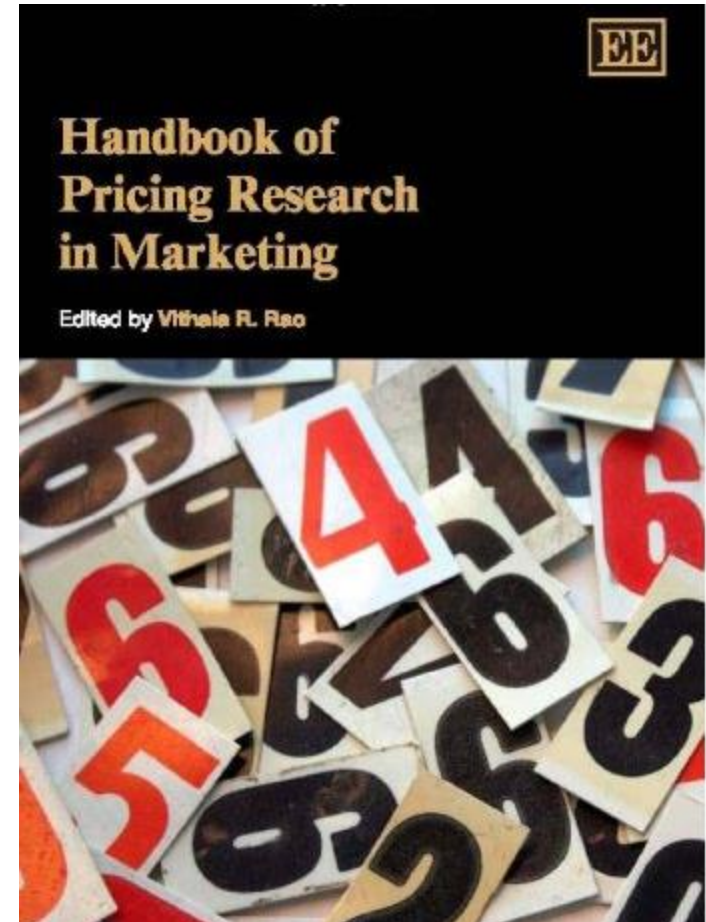
Please register for the seminar via the online form (link on last page)

- Specify preference of 3 topics for Pricing
- Pricing Strategy lecture recommended, but not required
- Maximum of 20 participants

# Literature

Handbook of Pricing  
Research in Marketing

Vithala R. Rao



# Research Topics

1. Behavioral pricing
2. Willingness to pay
3. Price cues and customer price knowledge
4. Strategic pricing of new products and services
5. Heuristics and numerical cognition

# Research Topics

6. The design and pricing of bundles
7. Pricing of national brands versus store brands
8. Nonlinear pricing
9. Strategic pricing: an analysis of social influences
10. Pricing in services

# Research Topics

## 1. Behavioral pricing

Behavioral aspects of pricing are price effects that cannot be accounted for by the intrinsic price itself.

- Price presentation effects
- Internal reference price effects

# Research Topics

## 2. Willingness to pay

Accurately measuring consumers' willingness to pay (WTP) is central to pricing decisions.

- Various concepts of WTP
- Purchase data based and survey/  
experimental data based

# Research Topics

## 3. Price cues and customer price knowledge

Price cues are marketing tactics used to persuade customers that prices offer good value compared to competitors' prices, past prices, or future prices.

- Customer price knowledge
- Effectiveness of different types of prices cues

# Research Topics

## 4. Strategic pricing of new products and services

New product pricing is the choice between initial skimming and penetration policies.

- Insights into the drivers of dynamic pricing
- Guidance for new product pricing decisions



# Research Topics

## 5. Heuristics and numerical cognition

Psychological mechanisms that underlie the price cognition process from the perspectives of awareness and intentionality.

- Numerical cognition: we use both rule-based and associative processes.
- Judgment and decision-making: we use specific heuristics to make price judgments

# Research Topics

## 6. The design and pricing of bundles

Bundling is the strategy of marketing products in particular combinations, sellers must choose bundle type and pricing strategy.

- Methodologies for bundle design and pricing
- Guidelines for bundling and pricing

# Research Topics

## 7. Pricing of national brands versus store brands

Review marketing literature on the pricing and market power of national vs. store brands, and provide guidance in pricing decisions for retailers with store brands.

- Components of market power:  
Price-, Volume- & Margin Premium
- Managerial implications

# Research Topics

## 8. Nonlinear pricing

Nonlinear pricing means that prices are not proportional to the consumed quantity.

- Applicability of Nonlinear Pricing
- Empirical generalizations

# Research Topics

## 9. Strategic pricing: an analysis of social influences

Consumers are impacted by the social context. Strategic pricing can take advantage of social needs.

- Conspicuous Consumption Model
- Influence of social needs on firm prices, quantity and quality of products demanded

# Research Topics

## 10. Pricing in services

The pricing and marketing functions of service offerings are different from those of consumer goods from both the consumer and service provider's perspectives.

- Consumers' service value perceptions
- Developing service pricing strategies

# Contact Information

## Contact Person:

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## Seminar Registration:

<http://www.uni-goettingen.de/de/505874.html>