

New Directions in Pricing Management Research and Practice

At the Illini Center
200 S. Wacker Drive, 4th Floor
Chicago, Illinois 60606
May 9, 10, 2017

CALL FOR PRESENTATIONS

The University of Illinois will be sponsoring a pricing research camp on May 9, 10 at the Illini Center in Chicago. We have moved the venue from the Urbana-Champaign campus to Chicago, as this year the camp will focus on promoting collaboration between pricing practitioners, pricing researchers, and pricing educators.

Doctoral students are welcomed to present and participate during all sessions and discussions on both days. For sessions on Tuesday May 9, we invite pricing researchers to present some of their current research either recently completed, in progress, or in stages of development. For sessions Wednesday, May 10, we invite business people, pricing managers and pricing researchers to identify some current pricing-related problems or concerns that need research attention to find solutions and develop new knowledge for pricing management.

If you are interested and able to come to Chicago, May 9, 10, 2017, to participate in or attend this pricing research camp please email a short one-paragraph with your ideas to Kent Monroe: (kent@kentmonroe.net or kbmonroe@illinois.edu). If you know of other researchers, pricing practitioners, or educators who would like to participate either as a presenter or attendee, please alert Kent and advise these individuals to also contact Kent directly at one of his above email addresses. He will follow up quickly.

We have arranged overnight accommodations at Holiday Inn Hotel & Suites – Chicago Downtown, 506 West Harrison Street, Chicago 60607 @ \$159/night plus tax. The hotel is about a 10-minute walk from the Illini Center. Please call 855-268-1763 and ask for the **pricing research camp rate**, using your credit card. This special rate will be available until April 10, 2017. The Illini Center does not have overnight facilities for attendees.

SOME POSSIBLE RESEARCH AND PRESENTATION IDEAS

Ozer and Phillips in their edited *Oxford Handbook of Pricing Management* identify multiple research opportunities for pricing management, for example: how prices are determined across and within industries, what are effective pricing organizations and processes, what are the benefits of automated pricing systems, or how will/do customers respond to different pricing strategies and tactics? This latter question stresses how little we know about how customers (people) perceive, process and respond to a very complex price information environment. Current pricing research stemming from neuroscience and sensory psychology continues to shed new important light on this question.

As these two authors stress: *no areas in pricing are “closed” and not needing research attention*. There are many research opportunities and researchers from multiple disciplines are needed to work with pricing people from the business community to identify and develop solutions to the many existing pricing problems.

The goal of this pricing camp is to start a journey to address some of these problems. Please join us in getting started on this important journey.

Support for the Pricing Research Camp has been provided by the Walter H. Stellner Lectureship Fund in the College of Business, University of Illinois at Urbana-Champaign.