

# GU EXECUTIVE EDUCATION

## OPEN-ENROLMENT PROGRAMME

### New Pricing Practices in Digital Times

#### Programme overview

Pricing is the key lever of profitability and growth across industries. As a result of new technologies, advances in analytics and software, big data, and mobile applications pricing practice is undergoing momentous changes. The continued inflationary and more volatile economic environment, shifting consumer demand, and supply chain disruptions, are presenting additional business management challenges and increasing pressures on organizations to update their pricing know-how.

Organizations are rethinking their pricing tactics and strategy and making significant investments to build capacity and new capabilities not just in their pricing function but also in integrating data, modeling and machine learning as well as the organizational set-up for timely, dynamic, and deliberate decision-making. Organizations are updating their pricing practice as well as their ability to improve their promotions, inventory management, and track immediate outcomes of decisions on sales, margins, volumes, etc.

The programme identifies tremendous changes in pricing practice in the last 5-10 years resulting from new technology, advances in analytics, software, and data, presenting organizations with opportunities and the need to update their practices. The content of the programme aims to support leadership in organizations in building their pricing and revenue management capacity, new capabilities in product innovation, and marketing mix functions.

#### Target group:

The programme is designed for heads of business units, mid-level managers, and entrepreneurs with P&L responsibility and those who could benefit from business model thinking. Marketing directors, Heads of Analytics departments, Product-development and Finance and Control leaders across a range of industries can improve their decision-making and pricing with a focus on customer value and on the bottom line.

It is highly relevant for organizations undergoing digital transformation to aid them in their thinking on how best to build capabilities for data-driven decision making.

#### SCHEDULE

##### DAY 1, 8:30-17:00

- Introduction: Best Practice in Pricing
- Methods in Pricing
- Value Based and Dynamic Pricing
- Sharing of participants current practices

##### DAY 2, 8:30-17:00

- New Pricing Models and Innovations in Pricing
- Case discussion
- Analytics, ML and AI for Pricing and Marketing Mix
- Reflections, takeaways and opportunities

**Price:** SEK 16 900 (excl VAT)

**Language:** English

**Date and place:** May 13-14, 2024

- School of Business, Economics and Law



#### Faculty: LIDIJA POLUTNIK, Professor of Economics

*Dr. Lidija Polutnik is a Professor of Economics at Babson College, in Boston, MA. Dr. Polutnik is also a Visiting Professor in the Applied IT Department, University of Gothenburg, Sweden.*

*Dr. Polutnik has done research and consul-ted in the area of pricing, revenue management and strategic cost management. Her research and work in this area is based on the analysis of the relationship between the firm's costs and customers' value and the influence of this relation-ship on the firm's profit. Dr. Polutnik also conducts research in public finance and is focused on the role institutions play in market economies and specifically in countries in transition. Her work has been published in numerous academic journals and books.*

*Her work in non-profit companies is focused on their financial sustainability and best-in-class practices in managing non-profit businesses. She currently serves as a board member and the treasurer of Cambridge Center for Adult Education, Cambridge, MA.*

#### Contact

exed@handels.gu.se  
+46 31 786 53 81

GU Executive Education AB  
PO Box 609  
405 30 Gothenburg, Sweden



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW