

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, Boston, USA. She served as Chair of the Economics Division from 2005 to 2017. Between 2014 and 2020 she held a Visiting Professor position at the School of Business, Economics and Law, University of Gothenburg, Sweden, where she continues to hold the Honorary Visiting Professor title.

Dr. Polutnik's research and consulting are focused mainly on pricing, revenue management, and strategic cost management. Her work explores the relationship between customers' value and costs, and the influence of this relationship on the firm's financial results and the sustainability of business models. Her work has been published in numerous academic journals and books. Lidija has extensive consulting and executive teaching experience, including with the Sales & Marketing Academy of Volvo Group University and Volvo Cars Company. She has designed and delivered programs in tactical and strategic pricing, customer value, cost, and profitability analysis. Moreover, she has delivered training on leveraging innovation to develop new revenue models, such as subscriptions, and harnessing emerging technologies and evolving consumer preferences to diversify revenue streams particularly in the space of sharing and usage economy.

Beyond her corporate engagements, Dr. Polutnik works with nonprofit organizations on the professionalization of their services with an emphasis on their revenue models and financial sustainability. She serves as a Vice Chair of the Board of Directors of Cambridge Center for Adult Education in Boston and is a Board member of the GU Executive Education at the University of Gothenburg.

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