

SMR

JOURNAL OF SERVICE MANAGEMENT RESEARCH

Call for Papers | Special Issue “Pricing for Services” Journal of Service Management Research (SMR)

The *Journal of Service Management Research* is an interdisciplinary journal that explores important topics in service research.

Pricing is a critical driver of firms' topline revenues and bottom line results. Pricing of services can be particularly demanding (e.g., Indounas & Avlonitis 2009). Despite numerous calls for further research (e.g., Hoffman et al. 2002; Husemann-Kopetzky et al. 2024; Mustak et al. 2023; Umashankar et al. 2017), extant literature in this area has remained limited.

Against this backdrop, we are pleased to announce a special issue focused on *Pricing for Services*. This special issue aims to advance the academic discourse on service pricing and expand our understanding of pricing for services from a B2B and B2C perspective.

We invite empirical and analytical papers employing a variety of methods to address meaningful research questions within this domain. Additionally, we welcome conceptual papers that present a substantial theoretical contribution to the broad domain of service pricing.

Potential research topics include, but are not limited to:

- Bundling and Unbundling Strategies in Service Pricing
- Service Pricing in the Sharing & Platform Economy
- Subscription Pricing
- Pricing and Industrial Servitization
- Behavioral and Psychological Aspects of Service Pricing
- Sustainability and Service Pricing
- Dynamic, Algorithmic, and AI-Based Service Pricing
- Personalization and Fairness Perception of Service Pricing
- Innovative Approaches to Measuring Willingness-to-Pay for Services
- Cross-Cultural and International Perspectives on Service Pricing

Submission

All submissions will undergo a peer-review process to ensure high quality standards.

Manuscripts submitted must not have been published, accepted for publication, or currently under consideration elsewhere. Manuscripts should be submitted according to the author guidelines.

Submission Guidelines:

- Manuscripts should be submitted in English
- Manuscripts should be prepared according to SMR's formatting guidelines
- Manuscripts should be submitted via SMR's online submission system

The author guidelines and the submission system can be found here:

<https://ojs.nomos-journals.de/index.php/smr/about/submissions>

Submission Deadline: April 30th, 2025 | **Expected Publication:** Issue 4/2025

Please direct any further inquiries to the guest editor.

Best regards,

Markus Husemann-Kopetzky

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References

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