



# Best European Pricing Thesis Award

Academic Year 2009 - 2010

European's leading platform for pricing decision makers sharing intelligence and best practices, through a variety of interactive workshops, events and media.

# OVERVIEW

## PRICING KNOWLEDGE DEVELOPMENT

Cutting costs and increasing sales volume are not the only roads that lead to increased profitability. Managing a company's price is in most cases a much more powerful lever to focus on. But there is not just one solution for a successful pricing strategy that suits everyone. Understanding what specific opportunities to capitalise on and how to do it, is a major challenge for all companies that want to improve their profitability through pricing.

The need for *pricing* expertise will increase significantly in the coming years. Knowledge development of the importance and impact of pricing, pricing strategies, pricing instruments and tactics is *key* for organizations aiming at sustainable growth and value capturing.

In Europe experienced *pricing* professionals are still scarce. Only few organizations have *pricing* managers today. As the need for more talent will seriously increase, students who focus on the pricing subject might be one step ahead of others at the moment they enter the career market.

The importance of *pricing* knowledge development at student level - and herewith stimulate a new generation of professionals starting their careers with fundamental and applied knowledge in the *pricing* area - is the driver behind the **European Best Pricing Master Thesis Award**.

## THE AWARD

The European Best Pricing Master Thesis Award is rewarded yearly to the writer of the best final paper that addresses *pricing* as the main subject. The winning student will receive a **cash reward**, an **ePP Pricing Training** of choice, and a **Bundle of Pricing Books**.

The second prize winner will receive an **ePP Pricing Training** of choice and a **bundle of pricing books**. The student with the third prize receives a **bundle of pricing books**.

## FOR WHOM

Any student graduating from a European University or Business School at Master level may enter the competition.

## THE JURY

A jury will decide on which final thesis is the winning one.

## PRACTICAL INFO

### CLOSING DATE

The official closing date for submission is **August 31<sup>st</sup>, 2010** until **09.00** hrs AM.

### SUBMISSION

All entries must be submitted through the application form on the website of the European Pricing Platform ([www.pricingplatform.eu](http://www.pricingplatform.eu)). Please refer the Rules and Regulations pages in this brochure for further details.

### NOMINEES & AWARD WINNER

The jury will appoint three nominees who will be invited to the ePP event late 2010 where the Award winning student will be announced.

### LANGUAGE

The submitted master thesis must be written in English or other language upon request and acceptance of the jury.

## QUESTIONS?



#### Contact Lien Van Tieghem

European Pricing Platform

Izegemsestraat 7A 3/4

8860 Lendeledede

Belgium

E-mail: [lien.vantieghem@pricingplatform.eu](mailto:lien.vantieghem@pricingplatform.eu)

Telephone: +32 51/ 32 03 72

## ABOUT THE ePP

**The European Pricing Platform (ePP) is the first - independent - European platform and network focused to support pricing decision makers in a wide variety of industries and sectors.**

**! The ePP brings the best of pricing in Europe !**

On the ePP you can find and share pricing knowledge, through various workshops, conferences, trainings and webinars, ePP is dedicated to develop and share pricing best practices, effective tools, methodologies and populate technological solutions assisting in successful definition and implementation of Strategic Pricing. Extend your network of pricing professionals, build and update relations, and search and post pricing jobs.

The ePP offers a platform and network for everyone involved in pricing decision making: general managers, marketing, sales, operations, financial management, brand-, product-, innovative-, HR-, Change-, research managers, consultants, CxO's, etc. .

Professors and lecturers at European universities working on pricing research and projects link academic knowledge to managerially relevant pricing knowledge and solutions are more than welcome to join the Academic Advisory Board.

**[www.pricingplatform.eu](http://www.pricingplatform.eu)**

# RULES AND REGULATIONS

## DESCRIPTION

1. The European Best Pricing Master Thesis Award is awarded to a graduate from a European University or Business School at Master level, who addresses *pricing* as the main subject in his / her paper.

## ENTRY

2. Any student graduated from a European University or Business School at Master level may enter the competition. However, the jury reserves the right to make a motivated exception for these written at Bachelor level.

3. Entrants must have completed their studies in academic year 2009 - 2010. However, the jury reserves the right to make a motivated exception to this rule.

4. Relatives of members of the jury or officials of the European Pricing Platform are excluded from competition.

5. Entrants are expected to have read the competition rules and regulations and to have complied with them.

6. The official closing date for submission is August 31<sup>st</sup>, 2010 until 09.00 hrs AM. Students who want to enter the competition will notify the European Pricing Platform by entering the pre-application form ultimately March 1<sup>st</sup>, 2010.

7. Entries must:

- a. be written in English or other language upon request and acceptance of the jury
- b. be submitted through the application form on the website of the European Pricing Platform: [www.pricingplatform.eu](http://www.pricingplatform.eu)
- c. contain the following items:
  - a summary of the final master thesis (max. 1 A4)
  - the complete final master thesis
  - a copy of the Master or proof of the thesis having been accepted
  - the curriculum vitae of the applying student
  - a digital passport photograph of the student
- d. be submitted in the following file formats:
  - (summary of) the final master thesis > Word or Pdf-file
  - curriculum vitae > Word or Pdf-file
  - proof of acceptance > Pdf or JPG-file
  - photograph > JPG-file

Any submission lacking one or more of the requested documents could lead to not acceptance by the jury.

8. Entrants will receive confirmation of their entry. The winner will be announced during an ePP event late 2010. Those nominated by the jury will receive an invitation to the award ceremony.

9. Documents / files are submitted electronically and therefore will not be returned.

## JUDGEMENT CRITERIA

10. Criteria and weighing factors for reviewing the submitted papers will be determined by the jury. The following factors will be taken into consideration:

- a. thoroughness
- b. depth of research
- c. originality
- d. (business) relevance of the *pricing* subject
- e. structure and logic

## JURY

11. The jury of the European Best Pricing Master Thesis Award in academic year 2009 - 2010 consists of: (*can still change*)

### *European Pricing Platform delegates*

Prof. Dr. Oliver Roll	- Academic Advisory Board Member - ePP - University of Applied Sciences Osnabrück
Prof. Dr. Paul Matthysens	- Academic Advisory Board Member - ePP - University of Antwerp - Rotterdam School of Management
Patrick van Dijck	- Reference Board Member - Belgium
Frank Frohmann	- Reference Board Member - Germany

### *Sponsor delegates*

Mariken Schoenmakers	- Pricing Manager - KPN
----------------------	-------------------------

12. The jury reserves the right not to award the European Best Pricing Master Thesis Award if none of the entries merit the award or not enough entries have been submitted.

13. The jury reserves the right to seek advice from external experts.

## AWARD

14. The winner of the European Best Pricing Master Thesis Award will receive a cash prize, an ePP Pricing Training, and a bundle of pricing books. The winner is free to choose a training within the ePP training program.

15. The second prize winner receives an ePP Pricing Training, and a bundle of pricing books. The winner is free to choose a training within the ePP training program.

16. The third prize winner receives a bundle of pricing books.

## **PRIVACY & DATA PROTECTION**

17. The ePP processes personal data in compliance with the European Data Protection Directive (95/46/EC). To ensure that the entrant's information the ePP holds is accurate and up-to-date, entrants will notify the ePP as soon as possible regarding to relevant changes in contact details. The ePP will collect and hold entrant's data that are necessary for the administration and reviewing process of the European Best Pricing Master Thesis Award.

18. Entrants agree with the fact that the ePP provides their personal data, curriculum vitae, (summary of) the final paper to the jury members for reviewing purposes, and to the corporate sponsors of the European Best Pricing Master Thesis Award. These companies might contact the entrants in the near future.

19. Entrants agree with the fact that the ePP publishes any submitted information on the ePP's website, the ePP's monthly newsletter, the Pricing Blog, and in any press release regarding the European Best Pricing Master Thesis Award.

20. Entrants may from time to time receive information about ePP initiatives.

## **FINAL CLAUSE**

21. All instances for which these rules do not provide will be decided on by the chair of the jury.