Collaborative Pricing From A Supply Chain Perspective –
Insights From A Multiple Case Study In The Italian Agri-Food Industry

**Date:** Thursday, 5 April – 2 pm

**Venue:** Seminar Room, Department of Economics and Management

**Speaker:** Marco Formentini – University of Nantes

**Abstract**

Despite the SCM literature suggests the adoption of a collaborative attitude towards process management, scholars have not devoted as much exploration to the opportunity to develop mutually beneficial collaborations in the pricing process between supply chain partners.

Indeed, a challenging research question regards how it is possible to implement collaborative approaches in the pricing process along the supply chain – e.g. in terms of the strategic selection of partners, the adoption of suitable pricing techniques, the design of incentives, the equitable benefit sharing. The agri-food industry is an interesting setting to investigate the adoption of a collaborative pricing approach and the development of win-win strategic relationships along the supply chain.

How does the collaboration among two or more supply chain actors can be reflected in the pricing process? Our research investigates the cases of other important players in the Italian agri-food industry which are developing collaborative approaches to manage pricing along their supply chains.

We outline a classification of the mainly adopted collaborative pricing mechanisms. Moreover, we identify roles and responsibilities played by the involved supply chain actors in the implementation of these collaborative approaches. We also discuss the sustainability implications of these collaborative pricing approaches. The paper is co-authored with Santi Furnari (Cass Business School) and Dennis Verhoeven (KU Leuven).

(in collaboration with Prof. Mellie Pullman and Prof. Pietro Romano)