



Optimizing B2B Industrial Pricing: An AI-Powered Dynamic Approach

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Abstract: *The paper investigates the application of AI-powered dynamic pricing strategies to optimize pricing models for B2B industrial companies. Traditional pricing in the B2B sector often relies on static, cost-plus methods that fail to account for fluctuating market conditions, customer behavior, and competitor actions. Leveraging AI, specifically machine learning and predictive analytics, dynamic pricing models can process vast amounts of real-time data to determine optimal price points tailored to specific customer profiles and market demands. The study outlines the architecture and implementation of these AI-driven systems, detailing their ability to enhance pricing accuracy, improve profit margins, and strengthen customer relationships. By integrating AI, companies can automate pricing decisions, reduce human bias, and react swiftly to market changes. The findings demonstrate that an AI-powered approach not only optimizes revenue but also creates a scalable and adaptive pricing strategy, positioning B2B industrial firms for competitive advantage and sustainable growth in an increasingly volatile market.*

1. INTRODUCTION

In the fast-evolving landscape of B2B industrial markets, pricing strategies play a pivotal role in determining a company's competitiveness and profitability (Mukherjee & Dent, 2024). Traditionally, many industrial firms have relied on static pricing models, often rooted in cost-plus methodologies. While these approaches provide a straightforward way to set prices, they frequently fall short in dynamic environments characterized by fluctuating market conditions, varying customer preferences, and aggressive competitor actions. As a result, businesses may miss opportunities for revenue maximization and risk alienating customers with prices that do not reflect current market realities. Traditional pricing methodologies are increasingly deemed insufficient, necessitating the integration of AI-driven solutions and dynamic pricing frameworks. The utilization of these advanced tools has the potential to enhance gross profit margins by 5% to 10%, while simultaneously fostering sustainable revenue growth and elevating customer perceptions of value (Boston Consulting Group, 2024).

The advent of Artificial intelligence (AI) offers a transformative solution to these challenges. AI-powered dynamic pricing strategies leverage advanced technologies such as machine learning and predictive analytics to analyze vast amounts of real-time data. This capability enables companies to identify optimal price points tailored to specific customer profiles and market demands. By integrating AI into their pricing frameworks, B2B industrial firms can automate pricing decisions, enhance pricing accuracy, and reduce human bias—factors that are crucial for maintaining agility in an increasingly volatile marketplace.

This paper investigates the architecture and implementation of AI-driven dynamic pricing systems within the B2B industrial sector. It outlines how these systems can enhance profit margins, improve customer relationships, and create scalable pricing strategies that adapt to changing market conditions.

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2. DYNAMIC PRICING IN B2B

The growing need for dynamic pricing strategies has become apparent, as traditional static, cost-plus pricing models often fail to account for the complexities and rapid fluctuations inherent in modern markets, with the ability to adjust prices in real-time emerging as an essential factor for maintaining profitability and market relevance amidst increasing competition and evolving customer expectations.

Dynamic pricing refers to the practice of adjusting prices in response to various factors such as market demand, competitor pricing, and cost fluctuations. This approach has been widely adopted in consumer-facing sectors; however, its application within B2B environments has historically been met with skepticism. Many B2B firms have relied on established pricing structures that do not reflect real-time market conditions, leading to potential revenue losses and diminished competitive advantage (Simon-Kucher & Partners, 2022; Bages-Amat et al., 2018). Dynamic pricing is a sophisticated methodology that aligns supply, demand, market trends, and the nuances of client relationships. This approach utilizes advanced algorithms and data analytics to dynamically adjust pricing structures in response to real-time fluctuations in market conditions and consumer behavior (Mayer et al., 2024; Zilliant, 2024; McKinsey & Company, 2021; Kermisch et al., 2019). By integrating these elements, businesses can optimize their pricing strategies to enhance profitability while simultaneously catering to the unique needs of individual clients (Gupta, 2024). As highlighted by Neubert (2022), the adoption of dynamic pricing strategies is increasing due to their favorable effects on revenue generation and corporate valuation.

Moreover, the increasing complexity of customer relationships in B2B transactions underscores the need for tailored pricing strategies. Customers today expect personalized experiences that reflect their specific needs and purchasing behaviors. Dynamic pricing allows companies to segment their customer base effectively and offer customized pricing solutions that enhance customer satisfaction while optimizing revenue (Zilliant, 2024; Pudi, 2023; Symson, 2023; Simon-Kucher & Partners, 2022).

Therefore, it is essential for B2B companies to strike a balance between agility in pricing adjustments and maintaining transparent communication with customers about pricing strategies. The need for dynamic pricing in B2B industrial sectors is underscored by the demands of a rapidly changing marketplace. Companies that embrace this approach stand to benefit from improved responsiveness to market conditions, enhanced customer relationships through personalized pricing, and ultimately, greater profitability. As businesses continue to navigate an increasingly volatile economic environment, the integration of dynamic pricing strategies will be crucial for achieving sustainable growth and maintaining competitive advantage (Mayer et al., 2024).

In the ever-evolving landscape of B2B transactions, a variety of pricing models orchestrate the intricate dynamics of pricing decisions. These models are specifically designed to address the complex requirements inherent in B2B relationships, providing both adaptability and precision:

These dynamic pricing models form the backbone of B2B pricing strategies, each catering to distinct scenarios and objectives. By selecting the appropriate model or combining multiple models, B2B enterprises can orchestrate their pricing decisions with precision, responsiveness, and strategic intent. The versatility of these models empowers B2B businesses to navigate the intricacies of their industry landscape while maximizing revenue and cultivating valuable relationships.

Table 1. Types of Dynamic Pricing Models for B2B Transactions

Pricing Model	Description
Time-Based Pricing	Prices fluctuate according to designated time intervals, corresponding with periods of heightened demand or seasonal patterns.
Quantity-Based Pricing	Discounts are implemented according to the quantity of items purchased, encouraging customers to place larger orders.
Tiered Pricing	Pricing is categorized into tiers, with each tier presenting a distinct price level for specified quantities or contractual obligations.
Negotiation-Driven Pricing	Dynamic pricing is influenced by continuous negotiations, enabling real-time modifications to reflect the results of these discussions.
Market-Driven Pricing	Prices fluctuate in real-time according to market data, maintaining competitiveness within the industry.
Contract-Based Pricing	Prices conform to the stipulations of contractual agreements, guaranteeing consistency and adherence to predefined terms.
Segment-Specific Pricing	Various customer segments are offered customized pricing that reflects their unique requirements and perceived value.
Dynamic Discounting	Discounts are adjusted in real-time according to multiple factors, including order volume, frequency of orders, and customer loyalty.
Behavioral Pricing	Pricing adjusts according to customer behavior and buying patterns, providing personalized rates for repeat customers.
Demand-Driven Pricing	Prices are modified in response to changes in demand, enabling B2B companies to maximize revenue during periods of high demand.

Source: Adapted from Gupta (2024) and Nagle and Müller (2017)

3. KEY COMPONENTS OF AI-POWERED DYNAMIC PRICING

By leveraging advanced technologies such as artificial intelligence (AI) and machine learning, businesses can analyze vast amounts of data to inform pricing decisions that align with current market dynamics (Basal et al., 2024; Grand View Research, 2023). According to Kotler (2024), the strategic implementation of artificial intelligence in marketing decision-making will be crucial for future corporate success. Research conducted by Hagendorff et al. (2023) and Jansen et al. (2023) demonstrates that AI outperforms traditional problem-solving approaches in certain contexts, highlighting its potential to enhance decision-making processes. The incorporation of artificial intelligence (AI) algorithms into pricing models, utilizing empirical data to discern patterns instead of adhering to a fixed linear framework, signifies a departure from conventional methodologies while retaining analogous input variables. Comparative analyses indicate that AI-driven techniques achieve greater precision in value estimation and minimize errors in price predictions relative to traditional hedonic pricing approaches. However, this advancement often comes at the expense of interpretability, given the inherent opacity of many AI algorithms (Sakri & Ali, 2022; Moreno-Izquierdo et al., 2018; Liu et al., 2018).

The effectiveness of dynamic pricing in B2B contexts is significantly enhanced by the integration of advanced AI technologies. Key components include:

- **Machine Learning:** Machine learning algorithms are instrumental in analyzing vast datasets to identify patterns and trends that inform pricing decisions. These algorithms continuously learn from new data inputs, allowing them to predict future demand fluctuations and understand customer price sensitivities. By leveraging machine learning, companies can develop models

that dynamically adjust prices based on real-time market conditions and historical sales data (Zilliant, 2024).

- **Predictive Analytics:** Predictive analytics plays a crucial role in forecasting demand and assessing price elasticity. By simulating various pricing scenarios based on historical data and current market conditions, businesses can identify optimal price points that balance profitability with customer willingness to pay. This proactive approach helps firms avoid the pitfalls associated with reactive pricing strategies (Symson, 2023).
- **Real-Time Data Processing:** The ability to process real-time data is essential for effective dynamic pricing. Companies can monitor market dynamics continuously, tracking supply chain fluctuations, competitor pricing adjustments, and changes in customer behaviour. This capability ensures that businesses can respond promptly to market changes, maintaining competitive prices while maximizing revenue opportunities (Mayer et al., 2024; Pudi, 2023).

3.1. Architecture of AI-Powered Pricing Systems

The architecture of AI-powered dynamic pricing systems encompasses several key components that work together to optimize pricing strategies:

- **Data Collection:** Effective dynamic pricing relies on comprehensive data collection from various sources, including historical sales data, competitor prices, market trends, and customer demographics. This data serves as the foundation for informed decision-making.
- **Algorithm Development:** The development of robust algorithms is critical for analyzing collected data and generating actionable insights. These algorithms must be tailored to specific business needs and capable of adapting to changing market conditions.
- **Integration with Existing Systems:** For dynamic pricing systems to function effectively, they must be integrated with existing enterprise resource planning (ERP) systems and other business processes. This integration facilitates seamless data flow and ensures that pricing decisions are aligned with broader organizational objectives.

AI-powered dynamic pricing represents a transformative approach for B2B industrial firms seeking to optimize their pricing strategies. By leveraging machine learning, predictive analytics, and real-time data processing within a well-structured architectural framework, companies can navigate the complexities of modern markets with greater precision and agility. As the landscape continues to evolve, the integration of AI into dynamic pricing models will be essential for achieving sustainable growth and maintaining a competitive edge in an increasingly volatile environment.

3.2. Implementation of AI Dynamic Pricing Systems

The successful implementation of AI-powered dynamic pricing systems involves a systematic approach that integrates advanced technologies to optimize pricing strategies. The prioritization should focus on involving the appropriate experts—individuals with specialized knowledge in key pricing functions essential for AI implementation, even if they do not possess comprehensive expertise across all pricing areas (Erdmann et al., 2024).

The step-by-step process for implementing these systems demonstrates their effectiveness across various industries (Mayer et al., 2024; Bages-Amat et al., 2018):

1. **Defining Objectives** is the initial step in implementing an AI dynamic pricing system. Organizations must clarify their goals, such as maximizing revenue, optimizing inventory use, enhancing customer satisfaction, or increasing market share. By establishing these

objectives at the outset, companies can customize the pricing model and its implementation to align with their broader business strategies.

2. **Data Gathering and Analysis:** Effective dynamic pricing depends on extensive data collection from various sources, including historical sales, competitor pricing, market trends, and customer behaviour. This data forms the basis for informed decision-making. Advanced analytical techniques are utilized to identify patterns and trends that shape pricing strategies. Furthermore, the integration of real-time data processing allows organizations to swiftly respond to market fluctuations and customer demands.
3. **Algorithm Design Tailored to Specific Business Needs:** The development of robust algorithms is essential for analyzing collected data and generating actionable insights. Machine learning models are trained on historical data to identify patterns and relationships, facilitating accurate pricing predictions. These algorithms must be tailored to meet the specific needs and dynamics of the business environment in which they function.
4. **Integration with Current Pricing Frameworks:** For effective operation, AI-powered dynamic pricing systems must integrate with existing enterprise resource planning (ERP) systems and business processes. This integration ensures seamless data flow and alignment of pricing decisions with organizational objectives. Additionally, clear pricing rules and constraints, such as minimum and maximum thresholds, guide the algorithm's decision-making.
5. **Testing and Fine-Tuning:** After developing the dynamic pricing model, it undergoes rigorous testing to evaluate its effectiveness and accuracy, often through A/B testing that compares different pricing strategies based on metrics like revenue and customer satisfaction. Continuous monitoring and adjustments are crucial for adapting to changing market conditions and enhancing performance over time.

The adoption of AI-driven dynamic pricing strategies can revolutionize pricing decision-making by enhancing precision through customer segmentation and personalized pricing, with advanced algorithms and machine learning techniques analyzing vast datasets on consumer preferences, purchasing behavior, and market trends in real time (Basal et al., 2024; Mayer et al., 2024; Chen & Chen, 2015; Assad et al., 2020).

3.3. Case Studies

The application of AI-powered dynamic pricing has demonstrated significant success across various industries, underscoring its versatility and effectiveness in optimizing pricing strategies. Table 2. summarizes notable success stories of companies in B2B industries that have effectively implemented AI-powered dynamic pricing strategies, highlighting their implementation details and the resulting impacts on revenue and customer engagement. These examples collectively highlight the growing importance and effectiveness of AI-powered dynamic pricing in diverse sectors, demonstrating its potential to enhance revenue, optimize market responsiveness, and improve customer satisfaction.

In conclusion, the implementation of AI-powered dynamic pricing systems is a multifaceted process that requires careful planning and execution. By defining clear objectives, gathering comprehensive data, designing tailored algorithms, integrating with existing frameworks, and continuously testing and refining the model, B2B industrial firms can leverage dynamic pricing as a strategic tool for enhancing competitiveness and driving revenue growth in an increasingly volatile marketplace.

Table 2. Success Stories in AI-Powered Dynamic Pricing in B2B Industries

Company	Industry	Implementation Details	Impact
Coca-Cola	Beverage	Utilized AI-driven dynamic pricing for vending machines, adjusting prices based on location, time of day, and demand patterns.	Increased sales by up to 10% in high-traffic areas and improved inventory management through predictive analytics.
Siemens	Manufacturing	Implemented AI algorithms to adjust pricing for industrial equipment based on market demand, competitor pricing, and customer profiles.	Achieved a revenue increase of 15% by aligning prices with customer willingness to pay.
BASF	Chemicals	Utilizes AI-driven demand forecasting to adjust prices dynamically based on predicted demand, ensuring competitive pricing.	Enhanced pricing competitiveness and maximized revenue in volatile markets.
DHL	Logistics	Implements dynamic pricing models that adjust shipping rates in real-time based on demand, capacity, and market conditions.	Improved operational efficiency and increased revenue during peak shipping periods.
Caterpillar	Heavy Equipment	Employs AI algorithms to optimize pricing for machinery and parts based on market demand and customer purchasing behavior.	Achieved a significant increase in sales and improved customer satisfaction through tailored pricing.
John Deere	Agriculture	Uses dynamic pricing strategies to adjust equipment prices based on seasonal demand fluctuations and market trends.	Enhanced profitability by aligning prices with real-time market conditions, leading to increased sales.
IBM	Technology	Leveraged Watsonx AI to analyze customer behavior during negotiations and adjust pricing strategies accordingly.	Improved customer retention and satisfaction, leading to a 20% increase in subscription renewals.
Honeywell	Industrial Equipment	Used machine learning models to optimize pricing for various industrial products based on real-time supply chain data.	Streamlined pricing processes, resulting in a 30% improvement in inventory turnover rates.
SYMSON	Agriculture	Developed a dynamic pricing strategy for a wholesaler selling technical irrigation systems, combining key-value item pricing with geographical and rule-based pricing strategies.	Enhanced pricing accuracy while allowing flexibility within established business rules.
Flipkart Commerce Cloud	E-commerce	Implemented dynamic pricing strategies for clients in the fashion accessories category using AI/ML capabilities to maintain competitive pricing.	Improved margins by 30% and increased competitiveness by 500 basis points.
Microsoft	Technology	Set and adjusted prices for its cloud-based products and services using dynamic pricing strategies.	Increased revenue and improved competitive positioning within the cloud services market.
Adobe	Software	Uses dynamic pricing to set and adjust prices for its software products based on market conditions and customer feedback.	Increased revenue and improved customer satisfaction through tailored pricing approaches.
SAP	Software	Implements dynamic pricing for its enterprise software products, adjusting prices according to market demand and competition.	Increased revenue and improved market share through responsive pricing strategies.
Oracle	Technology	Utilizes dynamic pricing to set and adjust prices for its database products based on usage patterns and competitive analysis.	Increased revenue and enhanced customer loyalty through strategic price adjustments.

Source: Adapted from Mayer et al. (2024); Own research

3.4. Benefits, Challenges, and Considerations of Ai-Powered Dynamic Pricing

The integration of AI-powered dynamic pricing systems into B2B industrial companies presents a wide array of benefits alongside several challenges and considerations that organizations must address. One of the primary advantages is **revenue optimization**, as these systems maximize revenue through real-time price adjustments based on market conditions and customer demand.

Additionally, they enhance **market responsiveness**, allowing firms to react swiftly to fluctuations in demand and capitalize on emerging opportunities (Chandra, 2024). **Improved customer experience** is another significant benefit, as AI can offer personalized pricing strategies tailored to individual customer preferences, thereby enhancing satisfaction and loyalty. Furthermore, **optimized inventory management** is achieved by aligning prices with stock levels and demand forecasts, which reduces excess inventory and enhances operational efficiency. Finally, these systems provide a **competitive advantage** by enabling rapid responses to competitor pricing changes, thereby maintaining market position while optimizing profitability (Sahota, 2024; Gaurav, 2024).

However, the implementation of AI-powered dynamic pricing also entails several challenges. **Customer perception** can be negatively impacted by frequent price changes, which may lead to dissatisfaction or distrust if not communicated effectively (Sahota, 2024). The reliance on **high-quality data** is critical; inaccuracies can result in suboptimal pricing decisions, and integrating these systems with existing infrastructure can pose technical challenges. **Regulatory compliance** is another important consideration, as organizations must navigate complex regulations regarding pricing practices to avoid legal issues related to price discrimination and consumer protection. **Ethical considerations** arise as well, raising questions about fairness and transparency in automated pricing decisions that could potentially disadvantage certain customer segments (Forth, 2024; Dwivedi et al., 2024; Seele et al., 2019). Moreover, dynamic pricing can introduce **pricing complexity**, particularly in B2B environments that involve multiple products. The complexity of the AI algorithms used often incorporates advanced machine learning techniques, which can reduce transparency and make it difficult for consumers to understand the rationale behind price changes, potentially undermining their trust in the company (Aparicio & Misra, 2023). Concerns regarding **price stability and customer trust** are paramount; frequent price adjustments can create perceptions of unpredictability and may erode long-term relationships with clients. Therefore, while the integration of AI-powered dynamic pricing systems offers substantial benefits for B2B industrial firms, it is essential for organizations to carefully navigate these challenges to ensure successful implementation (Zatta, 2024).

4. FUTURE RESEARCH DIRECTIONS

As businesses continue to adopt AI-powered dynamic pricing strategies, several future trends are expected to significantly influence the landscape of pricing optimization within B2B industrial sectors. These trends are primarily driven by advancements in technology, evolving market conditions, and changing consumer expectations, highlighting the growing need for more sophisticated and responsive pricing models. One of the most prominent trends is the enhancement of predictive analytics. As machine learning algorithms become increasingly advanced, they will be capable of analyzing larger datasets with greater accuracy, allowing businesses to forecast demand fluctuations and customer behavior with heightened precision. This improved predictive capability will enable organizations to proactively adjust their pricing strategies, optimizing revenue during peak demand periods while maintaining competitiveness during downturns.

Additionally, the integration of AI-powered dynamic pricing systems with emerging technologies such as blockchain and the Internet of Things (IoT) is expected to gain considerable momentum. Blockchain technology offers the potential to improve data security and transparency in pricing processes, while IoT devices can provide real-time data on inventory levels and customer interactions. This convergence will allow businesses to create more agile pricing strategies that respond not only to market conditions but also to real-time operational metrics. For example, manufacturers could adjust prices based on real-time inventory data collected from IoT sensors, ensuring optimal stock levels while maximizing sales opportunities.

In parallel, a greater emphasis on customer segmentation will shape future pricing strategies. As businesses collect more granular data regarding customer preferences and behaviors, they will be able to implement highly personalized pricing strategies tailored to individual customers. This approach goes beyond simple discounts and involves creating bespoke pricing models that reflect the specific value perceived by different customer segments. Leveraging machine learning algorithms to analyze customer data will allow businesses to develop targeted promotions and dynamic pricing strategies that enhance both customer satisfaction and loyalty.

As AI-driven dynamic pricing becomes more widespread, ethical considerations related to fairness and transparency will emerge as significant concerns. Companies will need to find a balance between maximizing profitability and maintaining consumer trust. Future trends will likely involve the development of ethical frameworks that govern dynamic pricing practices, ensuring that customers perceive pricing strategies as fair and justifiable. In this context, businesses may adopt transparency measures, such as clearly communicating the factors influencing price changes, to foster trust and mitigate potential backlash.

With increasing scrutiny on pricing practices from regulatory bodies, companies will need to ensure that their dynamic pricing strategies remain compliant with evolving regulations. Future trends may include the integration of compliance mechanisms within AI-powered systems, enabling automatic adjustments to pricing practices in accordance with legal requirements. This proactive approach will help businesses minimize the risks associated with non-compliance while ensuring that their dynamic pricing strategies continue to be effective and sustainable.

5. CONCLUSION

As AI-powered dynamic pricing strategies gain traction, several future trends are expected to shape pricing optimization in B2B industrial sectors. These trends, driven by technological advancements, market changes, and evolving consumer expectations, underline the need for more sophisticated pricing models. A key trend is the enhancement of predictive analytics. As machine learning algorithms advance, businesses will be able to analyze larger datasets more accurately, improving demand forecasting and customer behavior predictions. This will allow for proactive pricing adjustments, maximizing revenue during peak periods and maintaining competitiveness in downturns.

The integration of AI-driven pricing with emerging technologies like blockchain and IoT will also grow. Blockchain can enhance data security and pricing transparency, while IoT will provide real-time operational data, such as inventory levels, enabling agile pricing strategies. Manufacturers, for instance, could adjust prices based on real-time inventory data from IoT sensors, optimizing stock levels and sales opportunities. Increased customer segmentation will also define future pricing strategies. Businesses will gather more detailed data on customer preferences and behaviors, allowing for personalized pricing models tailored to each segment. Machine learning will support the creation of targeted promotions and dynamic pricing strategies that boost customer satisfaction and loyalty. As AI-driven pricing becomes more prevalent, ethical concerns around fairness and transparency will emerge. Companies will need to balance profitability with consumer trust, potentially developing ethical frameworks and transparency measures to ensure pricing strategies are perceived as fair.

Finally, regulatory scrutiny on pricing practices will increase. Businesses will need to integrate compliance mechanisms into AI-powered systems to ensure pricing practices align with evolving regulations, minimizing legal risks while maintaining effective and sustainable pricing strategies.

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