

## **PROC 5830 - Pricing**

**Date:** 29 August 2025

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### **Research Topic Selection:**

Applying Conjoint Analysis to Quantify Customer Preferences for Enhanced Pricing and Product Strategy

**\*\*The research paper will be displayed here only after it is officially published (i.e., before 20<sup>th</sup> October 2025)**

### **Outline:**

1. Introduction
2. Overview of the topic and conjoint analysis
3. Importance of quantification of customer preference
4. Applications of this research
5. Methodology
6. Case Studies / Examples
7. Benefits and Challenges
8. Implications for Pricing and Product Strategy
9. Conclusion