

数学与系统科学研究院

计算数学所学术报告

报告人: Dr. Ye Lu

(MIT Operations Research Center)

报告题目: A Price-dependent
Demand Substitution Rule and Its
Applications

邀请人: 袁亚湘研究员

报告时间: 2009年3月26日(周四)

下午 4:00—5:00

报告地点: 科技综合楼三层 311

计算数学所报告厅

Abstract:

In a multi-product market, if one product stocks out, consumers may substitute to competing products. In

this research, we apply an axiomatic approach to characterize a price–dependent demand substitution rule, and provide a sufficient and necessary condition for demand models where our demand substitution rule applies. Our results can serve as a link between the pricing and inventory literature, and enable the study of joint pricing and inventory coordination as well as retail competition.

主讲人简介: Dr.Ye Lu is a PhD Candidate at the MIT Operations Research Center under supervision of Prof. David Simchi–Levi. He holds a PhD degree in Mathematics from the University of Notre Dame and a Bachelor of Science degree in Mathematics from Tsinghua University. His research interest includes supply chain management, revenue management, financial engineering and nonlinear optimization. His papers have been published or under review in top optimization and OR Journals.

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