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**

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报告题目：

Joint Pricing and Inventory Competition & Coordination for Multi-product

邀请人： 袁亚湘研究员

报告时间： 2007 年 6 月 19 日(周二)

下午 16:00—17:00

报告地点： 科技综合楼三层 311

计算数学所报告厅

<u>Abstract:</u>

A supply chain setting is inherently characterized by interactions between multiple products and agents seeking to maximize their own utility. In this presentation we use an axiomatic approach to explore the impact of product variety on customer demand, product price, system revenue and inventory levels. These results are applied to two supply chains. The first is a decentralized multi-retailer system where each retailer sells a single product and retailers compete on price. The second supply chain is a single retailer selling multiple competitive products.

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