

## عنوان مقاله:

Dynamic Pricing Decisions for Substitutable Products

## محل انتشار:

فصلنامه بین المللی تحقیقات در مهندسی صنایع, دوره 6, شماره 2 (سال: 1396)

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## خلاصه مقاله:

This paper considers a dynamic pricing decision problem, in which two different manufacturers compete to distribute substitutable products through a single retailer under two presented scenarios. In the first scenario, the pricing policy is determined via a centralized decision-making, while the second scenario manages the policy in a decentralized one. Utilizing the game-theory-based modeling approaches, the pricing decision problem is achieved under with two different structures. Numerical experiments are also given to examine the effects of the presented scenarios and .provide further managerial insights on the solutions

## کلمات کلیدی:

game theory, Supply chain, pricing decisions, substitutable product

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1264427>

