

عنوان مقاله:

Differential evolution algorithm for bundle pricing of remanufacturing products

محل انتشار:

کنفرانس بین المللی و آنلاین اقتصاد سبز (سال: 1393)

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خلاصه مقاله:

To the best of our knowledge, no one has studied the pricing problem of remanufactured products. To cover this field, in this research the problem is formulated as a mixed-integer nonlinear programming model to maximize the revenue of a hybrid company that produces both new and remanufactured products, in a competitive environment with heterogeneous consumer segments. The model is solved by exact methods in GAMS software and DEA1 that is a metaheuristic method, and by the help of sensitivity analysis, reaction of total firm's revenue to the population of segments, introduction cost for bundles and involving competitors is studied.

کلمات کلیدی:

Bundle pricing, Remanufacturing, Reverse Supply chain, Mixed integer nonlinear programming, Differential evolution algorithm

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