

数学与系统科学研究院

计算数学所学术报告

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报告题目:

**Joint Inventory and Pricing
Decisions with Promotions**

邀请人: 优化与应用研究中心

报告时间: **2012 年 6 月 22 日 (周五)**

上午 9: 00-10: 00

报告地点: **科技综合楼三层 311**

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Abstract:

This paper studies a joint inventory and pricing model with multiplicative stochastic demand in a dynamic programming framework, where the retailer has an option to quote both a regular selling price and a promotional price in each period. We show that the optimal inventory control policy remains a basestock policy and identify the conditions under which the regular and promotional prices should be quoted. When the price-dependent demand is derived from a utility model, we further characterize the optimal pricing policy, and study the monotonic properties about the amount of promotional discount and the additional profit gained by the promotional option. Numerical results also shed light on how the value gained by promotion changes with respect to various input parameters, the demand function, and the length of the planning horizon.

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