Accepted Manuscript

A Decision Support Framework for Evaluating Revenue Performance in Sequential Purchase Contexts

O.Cem Ozturk, Selçuk Karabati

PII: S0377-2217(17)30568-4
DOI: 10.1016/j.ejor.2017.06.029
Reference: EOR 14511

To appear in: *European Journal of Operational Research*

Received date: 30 September 2016
Revised date: 23 March 2017
Accepted date: 8 June 2017

Please cite this article as: O.Cem Ozturk, Selçuk Karabati, A Decision Support Framework for Evaluating Revenue Performance in Sequential Purchase Contexts, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.06.029

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

Highlights

- We study the product ordering problem in sequential purchase contexts.
- We propose a framework that combines data with optimization, simulation and econometric methods.
- Our framework allows sellers to compare revenues of limited information sequencing strategies.
- We show that the best.performing sequencing strategy depends on buyers' strategic behavior.
- We show that a substantial portion of the revenue difference is associated limited information

ACCEPTED MANUSCRIPT

دریافت فوری ← متن کامل مقاله

ISIArticles
مرجع مقالات تخصصی ایران

✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
✓ امکان دانلود نسخه ترجمه شده مقالات
✓ پذیرش سفارش ترجمه تخصصی
✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
✓ دانلود فوری مقاله پس از پرداخت آنلاین
✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات