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Identifying the causes of the bullwhip effect by exploiting control block diagram manipulation with analogical reasoning

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## Highlights

- Develops an interdisciplinary method to identify causes of the ‘bullwhip’ effect
- A complex, mathematically intractable model is designated as the ‘target model’
- The complex model is shown to have ‘behavioural similarities’ with a simple model
- The simpler model has known solutions to be exploited for the complex model
- Our approach exploits control engineering and analogical reasoning

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