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Equilibrium pricing in an M/G/1 retrial queue with reserved idle time and setup time

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## Highlights

- Equilibrium strategic behavior and social optimization in the M/G/1 with reserved idle times and setup time are studied.
- Equilibrium pricing issue is further discussed.
- The admission fee and the optimal reserved time are derived to maximize the server's profit.
- The sensitivity of solutions of revenue optimization is presented.
- The customers' equilibrium behavior is illustrated through numerical experiments.

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