Accepted Manuscript

Joint determination of process mean, price differentiation, and production decisions with demand leakage: A multi-objective approach

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 PII:
 S0307-904X(16)30249-9

 DOI:
 10.1016/j.apm.2016.02.043

 Reference:
 APM 11156

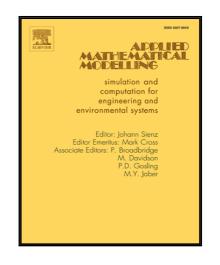
To appear in:

Applied Mathematical Modelling

Received date:1 January 2015Revised date:7 October 2015Accepted date:7 February 2016

Please cite this article as: Syed Asif Raza, Faseela Chakkalakkal Abdullakutty, SivaKumar Rathinam, Joint determination of process mean, price differentiation, and production decisions with demand leakage: A multi-objective approach, *Applied Mathematical Modelling* (2016), doi: 10.1016/j.apm.2016.02.043

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Highlights

- Integrated process mean, pricing and production decisions with demand leakage
- Developed a multi-objective model considering conflicting objectives such as expected profit and product uniformity
- Proposed a goal programming approach to the model
- Used a simulation-based optimization procedure to solve the goal program model
- Calibrated its performance by identifying the set of Pareto-optimal solutions.

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