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

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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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