

Accepted Manuscript

Recent Research Developments of Strategic Consumer Behavior in Operations Management

Mike Mingcheng Wei, Fuqiang Zhang

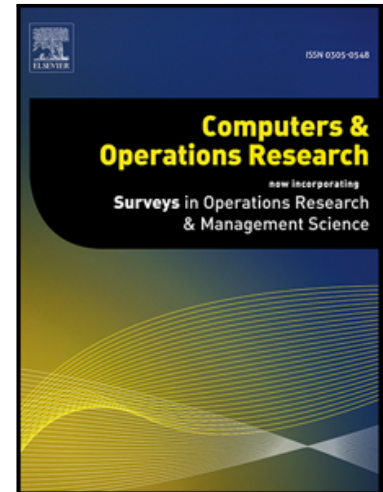
PII: S0305-0548(17)30297-6
DOI: [10.1016/j.cor.2017.12.005](https://doi.org/10.1016/j.cor.2017.12.005)
Reference: CAOR 4369

To appear in: *Computers and Operations Research*

Received date: 6 March 2017
Revised date: 9 October 2017
Accepted date: 5 December 2017

Please cite this article as: Mike Mingcheng Wei, Fuqiang Zhang, Recent Research Developments of Strategic Consumer Behavior in Operations Management, *Computers and Operations Research* (2017), doi: [10.1016/j.cor.2017.12.005](https://doi.org/10.1016/j.cor.2017.12.005)

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.



Highlight

- Strategic consumer behavior has been extensively studied in the Management Science and Operations Management community.
- We survey recent developments in the literature and review possible operational strategies and decisions to counteract the adverse impact of strategic consumer behavior.
- Specifically, we broadly characterize these decisions into three classes – Pricing, Inventory, and Information – and further discuss the influence of strategic consumer behavior on these decisions and their underlying mechanisms on counteracting consumers' strategic waiting behavior.

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/6892658>

Download Persian Version:

<https://daneshyari.com/article/6892658>

[Daneshyari.com](https://daneshyari.com)