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Modeling Customer Bounded Rationality in Operations Management:
A Review and Research Opportunities

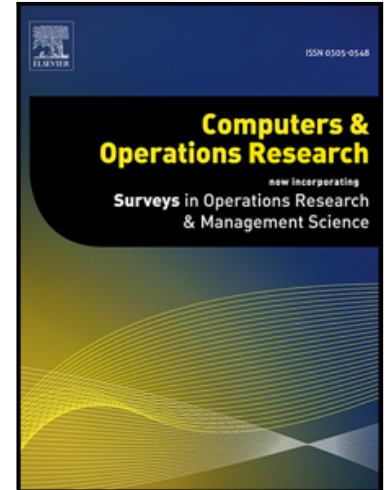
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Highlights

- This paper summarizes various approaches of modeling customer bounded rationality.
- It surveys how they are applied to relevant operations management settings, and presents the new insights obtained.
- We also suggest future research opportunities in this important and new area, especially in service operations management and revenue management settings.

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