Accepted Manuscript

Optimizing Online Recurring Promotions for Dual-Channel Retailers: Segmented Markets with Multiple Objectives

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PII: \$0377-2217(17)31070-6 DOI: 10.1016/j.ejor.2017.11.059

Reference: EOR 14847

To appear in: European Journal of Operational Research

Received date: 18 October 2016
Revised date: 21 November 2017
Accepted date: 24 November 2017



Please cite this article as: Yuanchun Jiang, Yezheng Liu, Jennifer Shang, Qingfu Zhang, Pinar Yildirim, Optimizing Online Recurring Promotions for Dual-Channel Retailers: Segmented Markets with Multiple Objectives, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.11.059

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1

Highlights

- Recurring online promotion for retailers facing multiple markets is optimized
- Multiple objectives such as profit, sales and dissatisfaction are modeled
- A multi-objective evolutionary algorithm is designed to solve the complicated model
- Two-market and multiple-market scenarios are analyzed

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