Accepted Manuscript

Demand Estimation Under Multi-Store Multi-Product Substitution in High Density Traditional Retail

Mingchao Wan, Yihui Huang, Lei Zhao, Tianhu Deng, Jan C. Fransoo

PII:S0377-2217(17)30804-4DOI:10.1016/j.ejor.2017.09.014Reference:EOR 14692

To appear in:

European Journal of Operational Research

Received date:26 March 2016Revised date:1 September 2017Accepted date:5 September 2017

Please cite this article as: Mingchao Wan, Yihui Huang, Lei Zhao, Tianhu Deng, Jan C. Fransoo, Demand Estimation Under Multi-Store Multi-Product Substitution in High Density Traditional Retail, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.09.014

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.



ACCEPTED MANUSCRIPT

Highlights

- We apply two models to capture the multi-store multi-product substitution behavior.
- We estimate model parameters using a Markov chain Monte Carlo algorithm.
- The Nested Logit model estimates substitution probabilities better.
- Incorporating substitution behavior significantly increases the expected profit.

A CERTIN

Download English Version:

https://daneshyari.com/en/article/6895205

Download Persian Version:

https://daneshyari.com/article/6895205

Daneshyari.com