Short Communication

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Optimal Shelf-Space Stocking Policy using Stochastic Dominance under Supply-driven Demand Uncertainty

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Highlights

- An optimal shelf-stocking policy with shelf-space dependent demand.
- The demand stimulation effect is captured using the concept of stochastic dominance.
- Differentiate the proposed shelf-stocking policy with the classical newsvendor critical fractile.
- First result to comprehensively determine the optimal policy under endogenous and exogenous demand uncertainty.
- Provide managerial insights for retail managers on shelf stocking policy.

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