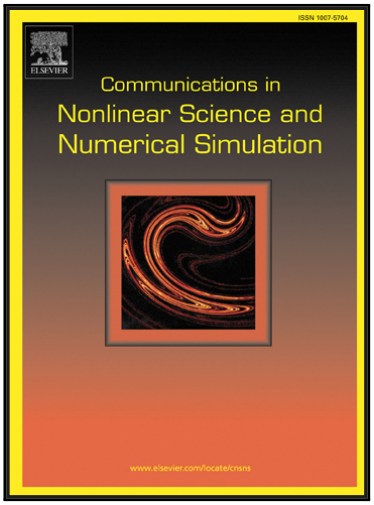
Accepted Manuscript



Dynamics and implications on a cooperative advertising model in the supply chain

Zhanbing Guo, Junhai Ma

PII: S1007-5704(18)30128-X
DOI: 10.1016/j.cnsns.2018.04.017
Reference: CNSNS 4509

To appear in: *Communications in Nonlinear Science and Numerical Simulation*

Received date: 7 November 2017
Revised date: 3 April 2018
Accepted date: 16 April 2018

Please cite this article as: Zhanbing Guo, Junhai Ma, Dynamics and implications on a cooperative advertising model in the supply chain, *Communications in Nonlinear Science and Numerical Simulation* (2018), doi: 10.1016/j.cnsns.2018.04.017

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

- Dynamics of cooperative advertising model with exponential demand is studied.
- Four possible fixed points and their conditions for existence are found respectively.
- We prove that necessary conditions for both flip and N-S bifurcations can occur.
- The impacts of parameters on dynamics and firms profits are investigated.
- The dynamics of system with inaccurate information is also investigated.

ACCEPTED MANUSCRIPT

Download English Version:

https://daneshyari.com/en/article/7154521

Download Persian Version:

https://daneshyari.com/article/7154521

Daneshyari.com