Accepted Manuscript

The modeling and analysis of the word-of-mouth marketing

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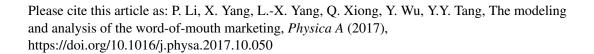
PII: S0378-4371(17)31060-9

DOI: https://doi.org/10.1016/j.physa.2017.10.050

Reference: PHYSA 18764

To appear in: Physica A

Received date: 29 March 2017 Revised date: 6 October 2017



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Highlights of PHYSA-17575

- The SIPNS model capturing the WOM marketing processes is established.
- The SIPNS model is shown to admit a unique equilibrium.
- The impact of different factors on the equilibrium of the model is illuminated.
- Experiments suggest that the equilibrium is much likely to be globally attracting.
- The influence of different factors on the expected overall profit is ascertained.

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