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Integrated Pricing and Lot-Sizing Decisions in a Serial Supply Chain

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Highlights

- We consider a serial supply chain with multiple suppliers and price sensitive demand.
- The objective is to maximize profit and determine order quantities for selected suppliers.
- This integrated process is modeled as a mixed integer nonlinear program.
- A different multiplicative factor is assigned to each supplier.
- We propose a power-of-two heuristic algorithm that generates near optimal solutions.

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