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Integrated Assortment Planning and Store-wide Shelf Space Allocation: An Optimization-based Approach

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Highlights

- The paper addresses a joint assortment planning and shelf space allocation problem.
- A mixed-integer model is proposed and is embedded in an optimization-based heuristic.
- A motivational case study is introduced and managerial insights are discussed.
- Results of the heuristic yield optimality gaps below 0.5% in manageable CPU times.

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