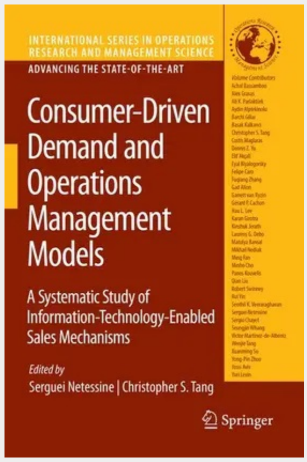
Netessine / Tang

Consumer-Driven Demand and Operations Management Models

A Systematic Study of Information-Technology-Enabled Sales Mechanisms



To compete in today’s volatile market with rapidly changing consumer tastes and erce competition, companies in the manufacturing and service industries are - ploying new mechanisms to increase sales, market shares, and pro ts. As an - fective mechanism to segment a market comprising of consumers with different needs, preferences, and willingness-to-pay, many rms have used product (or s- vice) variety with different price points to serve different segments of the market, see Ho (1998). Ideally, the price of each of these products (or services) targets a particular segment of customers. For example, airlines often use different terms of sales (refundable/non-refundable, upgradable/non-upgradable, direct/connecting ight, etc.) to sell economy class tickets at different prices. Likewise, retailers - ten sell the same product at different prices in different channels (company’s own web site, dealers’ web sites, or company’s physical stores) or at different times (- fore, during, and after the selling season), see Talluri and van Ryzin (2005). Ample academic literature in Operations Management and other areas considered these strategies. However, as consumers become more knowledgeable about the product, pricing, organizational and operational policies that the companies deploy for pr- ucts and services, their purchasing begins to change dramatically. In the academic Operations Management literature, consumer demand is often assumedtobe exogenous so that demand functions are usually modeled as well de- ned and exogenously speci ed functions of price and/or other product attributes such as quality.

Rational Consumer Behavior: Endogenous Decision Making Mechanisms.- Cheap Talk in Operations: Role of Intentional Vagueness.- Product Design in a Market with Satisficing Customers.- The Effect of Assortment Rotation on Consumer Choice and Its Impact on Competition.- Models of Herding Behavior in Operations Management.- Organizational Strategies for Managing Rational/Strategic Consumer Behavior.- Internet-Based Distribution Channel for Product Diversion with Potential Manufacturer#x2019;s Intervention.- Managing Client Portfolio in a Two-Tier Supply Chain.- Strategic Customer Behavior and the Benefit of Decentralization.- Product Strategies for Managing Rational/Strategic Consumer Behavior.- Is Assortment Selection a Popularity Contest?.- Product Design, Pricing, and Capacity Investment in a Congested Production System.- Selling to Strategic Customers: Opaque Selling Strategies.- Competing Through Mass Customization.- Operational Strategies for Managing Rational/Strategic Consumer Behavior.- Counteracting Strategic Consumer Behavior in Dynamic Pricing Systems.- Mitigating the Adverse Impact of Strategic Waiting in Dynamic Pricing Settings: A Study of Two Sales Mechanisms.- The Impact of Strategic Consumer Behavior on the Value of Operational Flexibility.- Capacity Rationing with Strategic Customers.- Strategic Behavior in Supply Chains: Information Acquisition.- Shaping Consumer Demand through the Use of Contingent Pricing.- Strategic Consumer Response to Dynamic Pricing of Perishable Products.- Strategic Behavior in Supply Chains: Information Acquisition.

192,59 €
179,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780387980188
Medium: Buch
ISBN: 978-0-387-98018-8
Verlag: Humana
Erscheinungstermin: 25.06.2009
Sprache(n): Englisch
Auflage: 1. Auflage 2009
Serie: International Series in Operations Research & Management Science
Produktform: Gebunden
Gewicht: 928 g
Seiten: 488
Format (B x H): 160 x 241 mm