Advances in Economics and Business Management (AEBM)

p-ISSN: 2394-1545; e-ISSN: 2394-1553; Volume 6, Issue 4; July-September, 2019, pp. 338-338

© Krishi Sanskriti Publications

http://www.krishisanskriti.org/Publication.html

Pricing Strategy of Deteriorating Items in Competitive Environment

U. K. Khedlekar

Assistant Professor, Department of Mathematics and Statistics Doctor Hari Singh Gour Central University, Sagar, M.P., India E-mail: uvkkcm@yahoo.co.in

Abstract—In A dynamic pricing model developed for product follows a logarithmic decline with price sensitive demand. An effective solution procedure is presented to determine the optimal number price settings and the selling price. Results are supported by numerical example, and a computational study is appended to illustrate the performance of the proposed model. More importantly, we showed that dynamic pricing policy out performs static pricing policy.

Keywords: Inventory, Dynamic Pricing, Time dependent price sensitive Optimal number of price settings, price sensitive demand.