Liu Bie Ju Centre for Mathematical Sciences
City University of Hong Kong

Mathematical Analysis and its Applications Colloquium

Organized by Prof. Ya Yan LU and Prof. Wei Wei SUN

On Classes of Controlled Marketing Models

by

Professor Kurt Helmes
Humboldt University, Berlin

Date : **Mar 20, 2012 (Tuesday)**
Time : **4:30 pm to 5:30 pm**
Venue : **Room B6605 (College Conference Room)**
Blue Zone, Level 6, Academic 1 (AC1)
City University of Hong Kong

ABSTRACT:

The talk is motivated by dynamic marketing problems which arise in the context of revenue management applications, e. g. setting airline prices, and of new-product adoption models, e. g. specifying advertising rates. These problems give rise to particular stochastic control problems and deterministic ones. Recent results on closed form solutions of optimal policies of such models and precise characterizations of the evolution of the optimally controlled systems will be presented. The talk is based on joint work with R. Schlosser, on joint work with T. Templin, and on a paper with R. Schlosser and M. Weber.

Light refreshments will be provided at Room B6605 before the colloquium from 4:00 pm to 4:30 pm. Please come and join us!

** All interested are welcome **

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