

# CURRENT AND EMERGING Applications AND Models

**Demand: Quantities fixed at customer**

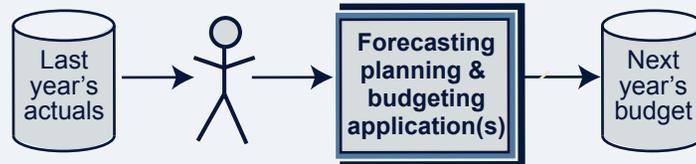
**Demand: Quantities variable at customer**

$f(\text{price, product})$

$f(\text{prod})$

$f(\text{promotion})$

**Supply Chain:**  
*Quantities fixed within supply chain*



**Descriptive Models**

**Normative Models**

**Supply Chain:**  
*Quantities variable within supply chain*



**Normative Models**

# FOUR PERSPECTIVES: SAME IES MODEL

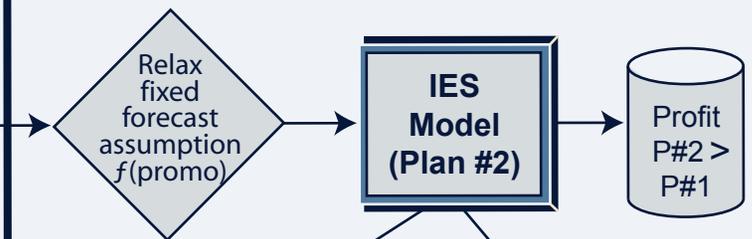
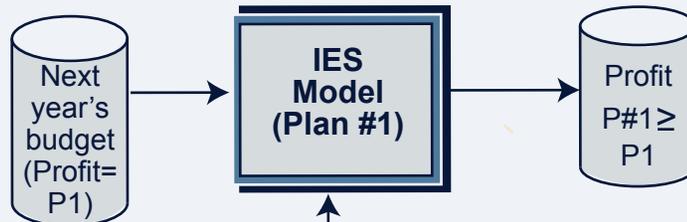
**Demand: Quantities fixed at customer**

**Demand: Quantities variable at customer (decision variables)**

Descriptive Models

Normative Models

**Supply Chain:**  
Quantities fixed within supply chain



Normative Models

Normative Models

**Supply Chain:**  
Quantities variable within supply chain (decision variables)

