```
% This script file computes the optimal investment levels TAopt and
TBopt
% for the two firms (Firm A and Firm B) of the Simplified
Oligopolistic
% Optimal Influence model which also involves a single consumer C. The
% of the model parameters (Sopt, Xopt, Popt, Qopt, Fopt) are also
computed.
% Specifically, the internal model parameters whose optimal values are
% be determined during the grid searching optimization process are the
% follwing:
% (i):
        [TAopt, TBopt]
% (ii): [SAopt,SCopt,SBopt]
% (iii): [XAopt,XBopt]
% (iv): [PAopt, PBopt] (These are the optimal prices!!!)
% (v): [QAopt,QBopt]
% (vi): [FAopt FBopt FA_rev_opt FB_rev_opt FA_cost_opt FB_rev_opt]
% The grid searching process will be conducted within the 8-
dimensional
% space defined by the Cartesian product of the following external
model
% parameters:
         LA (direct influnce exerted by consumer C on Firm A).
% (i):
        LB (direct influnce exerted by consumer C on Firm B).
% (ii):
% (iii): PA (initial belief consumer C holds for product A).
         PB (initial belief consumer C holds for product B).
% (iv):
% (v):
         M (sensitivity coefficient).
% (vi): K (sensitivity coefficient).
% (vii): C (marginal cost).
% (viii): G (marginal influence cost or Gamma).
% IMPORTANT NOTE!!!
% Mind that the underlying continuous game may not have an equlibrium
point
% for any given configuration of the external parameters. Since all
% internal parameters to be determined accept positive values, the
value of
% (-1) will be utilized in order to indicate the absence of an
 equilibrium
% point for a particular configuration of the external parameters.
% Define ranges and corresponding increment step for each external
parameter
% of the Simplified Oligopolistic Optimal Influence model.
clear all
```

```
% Construct a cell array storing the names of model parameters.
ParamsNames = {'LA','LB','PA','PB','M','K','C','G'};
% Set the varying parameter index.
ParamIndex = 4;
% Parameter #1
LA MIN = 0.25;
LA MAX = 0.25;
LA\_STEP = 0.01;
% Parameter #2
LB_MIN = 0.25;
LB MAX = 0.25;
LB\_STEP = 0.01;
% Parameter #3
PA_MIN = 0.40;
PA\_MAX = 0.40;
PA\_STEP = 0.01;
% Parameter #4
PB MIN = 0.00;
PB\_MAX = 1.00;
PB\_STEP = 0.01;
% Parameter #5
M MIN = 0.2;
M_MAX = 0.2;
M STEP = 0.01;
% Parameter #6
K_MIN = 0.2;
K_MAX = 0.2;
K STEP = 0.01;
% Parameter #7
C_MIN = 0.0001;
C_MAX = 0.0001;
C_{STEP} = 0.00001;
% Parameter #8 (G or Gamma!!!)
GMIN = 0.2;
G MAX = 0.2;
G\_STEP = 0.01;
% Set the corresponding ranges for each parameter of the model.
LA RANGE = [LA MIN:LA STEP:LA MAX];
LB_RANGE = [LB_MIN:LB_STEP:LB_MAX];
PA_RANGE = [PA_MIN:PA_STEP:PA_MAX];
PB_RANGE = [PB_MIN:PB_STEP:PB_MAX];
M_RANGE = [M_MIN:M_STEP:M_MAX];
K RANGE = [K MIN:K STEP:K MAX];
C_RANGE = [C_MIN:C_STEP:C_MAX];
G_RANGE = [G_MIN:G_STEP:G_MAX];
% Initialize matrices that store fundamental intermediate quantities
of the
% underlying optimization problem within the simplified oligopolistic
% enviroment as well as the values of the external optimization
 parameters
```

```
% for each step of the multi-dimensional grid searching process.
Topts = []; % Optimal investment levels.
Sopts = []; % Optimal limiting influences.
Xopts = []; % Optimal limiting beliefs.
Popts = []; % Optimal prices.
Qopts = []; % Optimal quantities.
Fopts = []; % Optimal profits.
FilterFlags = []; % Solution filtering flag which may be indicative of
 a non-existing solution.
DigitAccuracies = []; % Length of maximal sequence of identical digits
 within the obtained optimal solutions.
Params = []; % 8-tuple of the varying optimization parameters.
% Initialize internal solver parameters.
% Set the number of initial solution points.
N = 50;
% Set the tolerance value for the minimizer. (Preferable value =
 1e-10)
Tolerance = 1e-15;
% Set the Fvals tolerance value for filtering the obtained solutions.
 (Preferable value = 1e-15)
FvalsTolerance = 1e-15;
% Set the derivative tolerance value for filering the obtained
 solutions. (Preferable value = 1e-08).
DerivativeTolerance = 1e-10;
% Set the maximum number of iterations to be conducted by the
 optimizer.
MaxIterations = 1000;
% Set the maximum number of function evaluations to be conducted by
the
% optimizer.
MaxFunctionEvaluations = 10000;
fprintf('Grid Evaluation Process in Progess...\n');
% Perform the actual grid searching.
for LA = LA RANGE
    for LB = LB RANGE
        for PA = PA_RANGE
            for PB = PB RANGE
                for M = M_RANGE
                    for K = K RANGE
                        for C = C_RANGE
                            for G = G RANGE
                                % Additional parameters definition.
                                alpha = (K*M - 2) / (M^2 - 4);
                                beta = (2*K - M) / (M^2 - 4);
                                gamma = C / (M - 2);
                                gamma_prime = gamma * (M - 1); %
 gamma_prime is the gamma' parameter.
                                % Set the current params vector.
                                params = [LA LB PA PB M K C G];
                                Params = [Params; params];
```

```
[TAopt, TBopt, FilterFlag, DigitsAccuracy] =
   {\tt SimplifiedOligopolisticOptimalInfluences(N,Tolerance,FvalsTolerance,DerivativeTolerance,PvalsTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeTolerance,DerivativeDolerance,DerivativeTolerance,DerivativeDolerance,DerivativeDoleranc
                                                                               T = [TAopt TBopt];
                                                                               if(FilterFlag==0)
                                                                                         [S,X,P,Q,F] =
  RetrieveOptimalModelParameters(T,C,G,LA,LB,PA,PB,alpha,beta,gamma,gamma_prime);
                                                                                         S = -1*ones(1,3);
                                                                                         X = -1*ones(1,2);
                                                                                         P = -1*ones(1,2);
                                                                                         Q = -1*ones(1,2);
                                                                                         F = -1*ones(1,6);
                                                                               end;
                                                                                         % Print current solution.
                                                                               param_value_string =
  strcat([ParamsNames{ParamIndex} ' = ' num2str(params(ParamIndex))]);
                                                                               fprintf('%s TAopt =
  %f TBopt = %f FilterFlag = %d DigitsAccuracy = %d
\n',param_value_string,TAopt,TBopt,FilterFlag,DigitsAccuracy);
                                                                               Topts = [Topts;T];
                                                                               FilterFlags =
   [FilterFlags; FilterFlag];
                                                                               DigitsAccuracies =
   [DigitAccuracies; DigitsAccuracy];
                                                                               Sopts = [Sopts;S];
                                                                               Xopts = [Xopts;X];
                                                                               Popts = [Popts;P];
                                                                               Qopts = [Qopts;Q];
                                                                               Fopts = [Fopts;F];
                                                                     end
                                                           end
                                                 end
                                       end
                              end
                    end
          end
end
% Set parameters' indices and corresponding values for the parameters
% remain constant.
ConstIndices = setdiff(1:length(params),ParamIndex);
ConstValues = params(ConstIndices);
% Perform plotting operations.
plot parameters tuples (Topts, Sopts, Xopts, Popts, Qopts, Fopts, Params, ParamIndex, Const
Grid Evaluation Process in Progess...
PB = 0 TAopt = 0.352071 TBopt = 0.267093 FilterFlag = 0 DigitsAccuracy
PB = 0.01 TAopt = 0.350942 TBopt = 0.270712 FilterFlag = 0
  DigitsAccuracy = 13
PB = 0.02 TAopt = 0.349875 TBopt = 0.274073 FilterFlag = 0
  DigitsAccuracy = 10
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PB = 0.03 TAopt = 0.348865 TBopt = 0.277210 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.04 TAopt = 0.347904 TBopt = 0.280150 FilterFlag = 0
DigitsAccuracy = 14
PB = 0.05 TAopt = 0.346988 TBopt = 0.282917 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.06 TAopt = 0.346112 TBopt = 0.285527 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.07 TAopt = 0.345274 TBopt = 0.287996 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.08 TAopt = 0.344470 TBopt = 0.290337 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.09 TAopt = 0.343698 TBopt = 0.292560 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.1 TAopt = 0.342955 TBopt = 0.294675 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.11 TAopt = 0.342240 TBopt = 0.296690 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.12 TAopt = 0.341551 TBopt = 0.298612 FilterFlag = 0
 DigitsAccuracy = 14
PB = 0.13 TAopt = 0.340886 TBopt = 0.300447 FilterFlag = 0
 DigitsAccuracy = 14
PB = 0.14 TAopt = 0.340245 TBopt = 0.302201 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.15 TAopt = 0.339626 TBopt = 0.303879 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.16 TAopt = 0.339027 TBopt = 0.305485 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.17 TAopt = 0.338449 TBopt = 0.307023 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.18 TAopt = 0.337889 TBopt = 0.308497 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.19 TAopt = 0.337348 TBopt = 0.309911 FilterFlag = 0
DigitsAccuracy = 10
PB = 0.2 TAopt = 0.336824 TBopt = 0.311266 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.21 TAopt = 0.336318 TBopt = 0.312567 FilterFlag = 0
 DigitsAccuracy = 14
PB = 0.22 TAopt = 0.335827 TBopt = 0.313814 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.23 TAopt = 0.335352 TBopt = 0.315012 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.24 TAopt = 0.334892 TBopt = 0.316161 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.25 TAopt = 0.334446 TBopt = 0.317264 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.26 TAopt = 0.334015 TBopt = 0.318323 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.27 TAopt = 0.333597 TBopt = 0.319339 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.28 TAopt = 0.333192 TBopt = 0.320313 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.29 TAopt = 0.332801 TBopt = 0.321248 FilterFlag = 0
 DigitsAccuracy = 13
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PB = 0.3 TAopt = 0.332422 TBopt = 0.322145 FilterFlag = 0
 DigitsAccuracy = 14
PB = 0.31 TAopt = 0.332055 TBopt = 0.323005 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.32 TAopt = 0.331700 TBopt = 0.323829 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.33 TAopt = 0.331356 TBopt = 0.324618 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.34 TAopt = 0.331024 TBopt = 0.325374 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.35 TAopt = 0.330703 TBopt = 0.326097 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.36 \text{ TAopt} = 0.330393 \text{ TBopt} = 0.326789 \text{ FilterFlag} = 0
DigitsAccuracy = 9
PB = 0.37 TAopt = 0.330093 TBopt = 0.327449 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.38 TAopt = 0.329803 TBopt = 0.328080 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.39 TAopt = 0.329524 TBopt = 0.328681 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.4 TAopt = 0.329255 TBopt = 0.329255 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.41 TAopt = 0.328995 TBopt = 0.329800 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.42 TAopt = 0.328744 TBopt = 0.330319 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.43 TAopt = 0.328504 TBopt = 0.330811 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.44 TAopt = 0.328272 TBopt = 0.331277 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.45 TAopt = 0.328049 TBopt = 0.331718 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.46 TAopt = 0.327835 TBopt = 0.332135 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.47 \text{ TAopt} = 0.327630 \text{ TBopt} = 0.332528 \text{ FilterFlag} = 0
 DigitsAccuracy = 12
PB = 0.48 TAopt = 0.327434 TBopt = 0.332897 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.49 TAopt = 0.327245 TBopt = 0.333243 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.5 TAopt = 0.327066 TBopt = 0.333567 FilterFlag = 0
 DigitsAccuracy = 14
PB = 0.51 TAopt = 0.326894 TBopt = 0.333868 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.52 TAopt = 0.326730 TBopt = 0.334148 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.53 TAopt = 0.326575 TBopt = 0.334406 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.54 TAopt = 0.326427 TBopt = 0.334644 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.55 TAopt = 0.326287 TBopt = 0.334861 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.56 TAopt = 0.326155 TBopt = 0.335058 FilterFlag = 0
 DigitsAccuracy = 12
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PB = 0.57 TAopt = 0.326030 TBopt = 0.335235 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.58 TAopt = 0.325912 TBopt = 0.335392 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.59 TAopt = 0.325802 TBopt = 0.335531 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.6 TAopt = 0.325699 TBopt = 0.335650 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.61 TAopt = 0.325604 TBopt = 0.335751 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.62 TAopt = 0.325515 TBopt = 0.335834 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.63 \text{ TAopt} = 0.325433 \text{ TBopt} = 0.335899 \text{ FilterFlag} = 0
DigitsAccuracy = 11
PB = 0.64 TAopt = 0.325359 TBopt = 0.335946 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.65 TAopt = 0.325291 TBopt = 0.335976 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.66 TAopt = 0.325230 TBopt = 0.335988 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.67 TAopt = 0.325176 TBopt = 0.335983 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.68 TAopt = 0.325128 TBopt = 0.335962 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.69 TAopt = 0.325087 TBopt = 0.335924 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.7 TAopt = 0.325052 TBopt = 0.335870 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.71 TAopt = 0.325024 TBopt = 0.335800 FilterFlag = 0
DigitsAccuracy = 10
PB = 0.72 TAopt = 0.325003 TBopt = 0.335713 FilterFlag = 0
 DigitsAccuracy = 10
PB = 0.73 TAopt = 0.324987 TBopt = 0.335612 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.74 \text{ TAopt} = 0.324978 \text{ TBopt} = 0.335494 \text{ FilterFlag} = 0
 DigitsAccuracy = 10
PB = 0.75 TAopt = 0.324975 TBopt = 0.335361 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.76 TAopt = 0.324979 TBopt = 0.335214 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.77 TAopt = 0.324988 TBopt = 0.335051 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.78 TAopt = 0.325004 TBopt = 0.334873 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.79 TAopt = 0.325025 TBopt = 0.334681 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.8 TAopt = 0.325053 TBopt = 0.334474 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.81 TAopt = 0.325086 TBopt = 0.334253 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.82 TAopt = 0.325125 TBopt = 0.334017 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.83 TAopt = 0.325170 TBopt = 0.333768 FilterFlag = 0
 DigitsAccuracy = 11
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PB = 0.84 TAopt = 0.325221 TBopt = 0.333505 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.85 TAopt = 0.325278 TBopt = 0.333228 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.86 TAopt = 0.325340 TBopt = 0.332937 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.87 TAopt = 0.325408 TBopt = 0.332633 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.88 TAopt = 0.325482 TBopt = 0.332315 FilterFlag = 0
 DigitsAccuracy = 12
PB = 0.89 TAopt = 0.325561 TBopt = 0.331984 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.9 TAopt = 0.325646 TBopt = 0.331640 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.91 TAopt = 0.325736 TBopt = 0.331282 FilterFlag = 0
DigitsAccuracy = 11
PB = 0.92 TAopt = 0.325832 TBopt = 0.330912 FilterFlag = 0
DigitsAccuracy = 15
PB = 0.93 TAopt = 0.325933 TBopt = 0.330529 FilterFlag = 0
 DigitsAccuracy = 11
PB = 0.94 TAopt = 0.326040 TBopt = 0.330133 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.95 TAopt = 0.326152 TBopt = 0.329725 FilterFlag = 0
 DigitsAccuracy = 13
PB = 0.96 TAopt = 0.326270 TBopt = 0.329304 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.97 TAopt = 0.326392 TBopt = 0.328870 FilterFlag = 0
DigitsAccuracy = 13
PB = 0.98 TAopt = 0.326520 TBopt = 0.328424 FilterFlag = 0
DigitsAccuracy = 12
PB = 0.99 TAopt = 0.326653 TBopt = 0.327966 FilterFlag = 0
DigitsAccuracy = 12
PB = 1 TAopt = 0.326792 TBopt = 0.327496 FilterFlag = 0 DigitsAccuracy
 = 13
```

















