```
% 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 = 6;
% 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 = 0.80;
PA\_MAX = 0.80;
PA\_STEP = 0.01;
% Parameter #4
PB MIN = 0.75;
PB\_MAX = 0.75;
PB\_STEP = 0.01;
% Parameter #5
M MIN = 0.4;
M_MAX = 0.4;
M STEP = 0.05;
% Parameter #6
K_MIN = 0.1;
K_MAX = 0.9;
K STEP = 0.05;
% Parameter #7
C_MIN = 0.0001;
C_MAX = 0.0001;
C_{STEP} = 0.00001;
% Parameter #8 (G or Gamma!!!)
GMIN = 555.5;
G MAX = 555.5;
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...
K = 0.1 TAopt = 0.000204 TBopt = 0.000263 FilterFlag = 0
  DigitsAccuracy = 18
K = 0.15 \text{ TAopt} = 0.000249 \text{ TBopt} = 0.000303 \text{ FilterFlag} = 0
  DigitsAccuracy = 18
K = 0.2 \text{ TAopt} = 0.000288 \text{ TBopt} = 0.000337 \text{ FilterFlag} = 0
  DigitsAccuracy = 18
```

4

```
K = 0.25 \text{ TAopt} = 0.000321 \text{ TBopt} = 0.000364 \text{ FilterFlag} = 0
DigitsAccuracy = 17
K = 0.3 TAopt = 0.000347 TBopt = 0.000384 FilterFlag = 0
DigitsAccuracy = 19
K = 0.35 TAopt = 0.000368 TBopt = 0.000397 FilterFlag = 0
DigitsAccuracy = 17
K = 0.4 TAopt = 0.000381 TBopt = 0.000403 FilterFlag = 0
DigitsAccuracy = 19
K = 0.45 TAopt = 0.000389 TBopt = 0.000402 FilterFlag = 0
DigitsAccuracy = 17
K = 0.5 TAopt = 0.000390 TBopt = 0.000394 FilterFlag = 0
DigitsAccuracy = 19
K = 0.55 \text{ TAopt} = 0.000386 \text{ TBopt} = 0.000379 \text{ FilterFlag} = 0
DigitsAccuracy = 18
K = 0.6 TAopt = 0.000374 TBopt = 0.000357 FilterFlag = 0
DigitsAccuracy = 18
K = 0.65 TAopt = 0.000357 TBopt = 0.000329 FilterFlag = 0
DigitsAccuracy = 17
K = 0.7 TAopt = 0.000333 TBopt = 0.000293 FilterFlag = 0
DigitsAccuracy = 17
K = 0.75 TAopt = 0.000304 TBopt = 0.000251 FilterFlag = 0
DigitsAccuracy = 18
```

K = 0.8 TAopt = 0.000267 TBopt = 0.000201 FilterFlag = 0

K = 0.85 TAopt = 0.000225 TBopt = 0.000145 FilterFlag = 0

K = 0.9 TAopt = 0.000176 TBopt = 0.000082 FilterFlag = 0

DigitsAccuracy = 17

DigitsAccuracy = 18

DigitsAccuracy = 12

















