```
% 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
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% 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 = 3;
% 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 = 0.00;
PA\_MAX = 1.00;
PA\_STEP = 0.05;
% Parameter #4
PB MIN = 0.60;
PB_MAX = 0.60;
PB\_STEP = 0.01;
% Parameter #5
M MIN = 0.2;
M_MAX = 0.2;
M STEP = 0.05;
% Parameter #6
K_MIN = 0.2;
K_MAX = 0.2;
K STEP = 0.05;
% Parameter #7
C_MIN = 0.0001;
C_MAX = 0.0001;
C_{STEP} = 0.00001;
% Parameter #8 (G or Gamma!!!)
GMIN = 0.2;
GMAX = 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;
% Set the display flag parameter to 'off'.
DisplayFlag = 'off';
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,DisplayFlag,Tolerance,FvalsTolerance,DisplayFlag,Tolerance,DisplayFlag,Tolerance,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFlag,DisplayFl
                                                                               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...
PA = 0 TAopt = 0.261742 TBopt = 0.351247 FilterFlag = 0 DigitsAccuracy
  = 10
PA = 0.05 TAopt = 0.277819 TBopt = 0.347922 FilterFlag = 0
  DigitsAccuracy = 12
PA = 0.1 TAopt = 0.289783 TBopt = 0.345206 FilterFlag = 0
  DigitsAccuracy = 11
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PA = 0.15 TAopt = 0.299188 TBopt = 0.342922 FilterFlag = 0
DigitsAccuracy = 11
PA = 0.2 TAopt = 0.306783 TBopt = 0.340977 FilterFlag = 0
DigitsAccuracy = 11
PA = 0.25 TAopt = 0.312997 TBopt = 0.339312 FilterFlag = 0
 DigitsAccuracy = 12
PA = 0.3 TAopt = 0.318105 TBopt = 0.337887 FilterFlag = 0
DigitsAccuracy = 13
PA = 0.35 TAopt = 0.322294 TBopt = 0.336673 FilterFlag = 0
 DigitsAccuracy = 11
PA = 0.4 TAopt = 0.325699 TBopt = 0.335650 FilterFlag = 0
DigitsAccuracy = 11
PA = 0.45 TAopt = 0.328420 TBopt = 0.334801 FilterFlag = 0
DigitsAccuracy = 12
PA = 0.5 TAopt = 0.330534 TBopt = 0.334111 FilterFlag = 0
 DigitsAccuracy = 12
PA = 0.55 TAopt = 0.332101 TBopt = 0.333571 FilterFlag = 0
 DigitsAccuracy = 13
PA = 0.6 TAopt = 0.333171 TBopt = 0.333171 FilterFlag = 0
 DigitsAccuracy = 12
PA = 0.65 TAopt = 0.333783 TBopt = 0.332904 FilterFlag = 0
DigitsAccuracy = 12
PA = 0.7 TAopt = 0.333970 TBopt = 0.332763 FilterFlag = 0
 DigitsAccuracy = 12
PA = 0.75 TAopt = 0.333758 TBopt = 0.332743 FilterFlag = 0
DigitsAccuracy = 12
PA = 0.8 TAopt = 0.333171 TBopt = 0.332839 FilterFlag = 0
DigitsAccuracy = 12
PA = 0.85 TAopt = 0.332227 TBopt = 0.333047 FilterFlag = 0
DigitsAccuracy = 13
PA = 0.9 TAopt = 0.330944 TBopt = 0.333362 FilterFlag = 0
DigitsAccuracy = 12
PA = 0.95 TAopt = 0.329334 TBopt = 0.333783 FilterFlag = 0
DigitsAccuracy = 13
PA = 1 TAopt = 0.327410 TBopt = 0.334306 FilterFlag = 0 DigitsAccuracy
 = 14
```

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