

Main Title

Subtitle

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A Brief Summary

- ▶ Summary points.
- ▶ One key term: **bid-price control**.
- ▶ Some approximations.

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Agenda

Introduction

Model

Results

Managerial Implications

Introduction

- ▶ **Key term:** Definition.
- ▶ Customers buy bundles of resources in combination.
 - ▶ Example 1.

Research Question: What is the effect of γ on δ ?

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Model

- ▶ Key parameters of agent W : θ, γ
- ▶ Key parameters of agent C : δ, ω .

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A Result

(Key Non-Existence Result)

Suppose $\gamma > 0$. There does not exist an outcome where $\delta > 0$ and $\Delta > 0$. That is,

$$\gamma > 0 \implies \delta \cdot \Delta < 0.$$

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Thank You.