

# 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

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

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Research Question: What is the effect of  $\gamma$  on  $\delta$ ?

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# Model

- ▶ Key parameters of agent  $W$ :  $\theta, \gamma$
- ▶ Key parameters of agent  $C$ :  $\delta, \omega$ .

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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.