Demand-Pricing Relationships for Better Demand Supply Chain Planning

Task ID:	1872.001
Task Leader(s):	Runger, George / Arizona State;
Goal(s):	A demand pricing algorithm will be developed from the most successful models to predict demand changes in a competitive product group. It would provide what-if scenario capability with recommendations from the model to supplement the insights of the participants as an advisor.
Funding:	GRC Core - $25,000
Contract Term:	Year 3
Contract End:	12/31/2011
Final Year:	Yes
Deliverables:	Total - 7; Received - 5; Overdue - 1; Pending - 2
Student Reports:	Total - 5; Received - 4; Overdue - 4; Pending - 1; Non-Compliant - 1
2011 Avg I/S Rating:	8.0 / 9.0
Feedback:	None
Student(s):	Liu, Lei / Arizona State Shinde, Amit / Arizona State
Liaison(s):	Brandner, Alois / AMAT Janakiram, Mani / Intel