

# Rowe Research Seminar Series – January 25, 2017

## Speaker #1:

### Joint Order and Pricing Decisions for Fresh Produce with Bidirectional Option Contracts

**Dr. Chong Wang**

Associate Professor, School of Management, Sichuan Agricultural University {wangchong@sicau.edu.cn},  
Visiting Scholar, Rowe School of Business, Dalhousie University {cwang@dal.ca}

**Abstract:** This paper examines a newsvendor problem for fresh produce with bidirectional option contracts, in which the stochastic demand is price-dependent. The bidirectional option, which may be exercised as either a call option or a put option, gives the newsvendor the flexibility to increase or decrease its initial order after demand information is realized, respectively. The quantity of the fresh produce may deteriorate during the circulation. The optimal joint order and pricing decisions for the newsvendor are analytically derived with the bidirectional option and the circulation loss. In addition, comparative static analysis and numerical examples show that the newsvendor's optimal total order quantity decreases with the option price, whereas increases with the exercise price and the circulation loss; its optimal option order quantity first decreases with then increases with the exercise price; its optimal firm order quantity first increases with then decreases with the circulation loss; its optimal selling price decreases with the option price, whereas increases with the exercise price and the circulation loss. Furthermore, it is illustrated that the values of bidirectional option contracts are more significant when the demand uncertainty and the circulation loss are high.

**Bio sketch:** Chong Wang is an associate professor in the School of Management, Sichuan Agricultural University. He received his Ph.D. degree in management science and engineering from the University of Electronic Science and Technology of China. His research interests focus on supply chain management, interface between operations, marketing and finance. The National Natural Science Foundation of China has been supporting his research, and he has published papers in journals such as *International Journal of Production Research*, *Annals of Operations Research*, among others.

## Speaker #2:

### Crafting the Revise and Resubmit Response Letter

**Dr. James R. (Jim) Barker**

Professor and Herbert S. Lamb Chair in Business Education, Rowe School of Business, Dalhousie University  
{j.barker@dal.ca}

**Abstract:** The authors' response to the reviewers and editor letter plays a pivotal role the assessment of a revised and resubmitted manuscript. Drawing on my experiences as journal Editor-in-Chief and Associate Editor, I will discuss a set of lessons learned for responding to reviewers and the editor when you are crafting your revision and your response letter. I will then offer suggestions for enhancing the probability of a positive manuscript decision.

**Bio sketch:** Jim Barker has had almost 20 years of experience as a journal or encyclopaedia Editor and Associate Editor. His most recent service was as Associate Editor for the *Canadian Journal of Administrative Sciences* and for the *International Encyclopaedia of Organizational Communication*.

**Looking forward to seeing you on January 25, 2017 (Wednesday) between 11:30-1:00, at Rowe Management Building Room # 3052 (Mackay Boardroom). Pizza and pop will be provided.**