MODEL OF BALANCED PRICING UNDER
DEMAND HYSTERESIS FUNCTION CONDITIONS

Semenov M.E., Rudchenko T.V.

The problem of price setting is widely applied in the real economics in the mono-commodity market and its detailed examination is required.

In the present paper a demand hysteresis function that depends not only upon a current value of price, but also upon its values in previous time periods is discussed; a mathematical model of pricing in the mono-commodity markets taking into consideration non-stationary consumer relationship is examined; non-trivial solution acquired and robustness solution sequence are analyzed.