Scopus

Documents

Mukhopadhyay, M., Ghosh, K.

Ventilator Pricing Decision at ICS Hospital
(2020) *SSRN*, .

DOI: 10.2139/ssrn.3643378

Indian Institute of Technology (IIT), Vinod Gupta School of Management, Kharagpur, India

Abstract
In this short and hypothetical case study, a decision game has been constructed using predictive modelling. Set in the backdrop of COVID-19, the protagonist is the director of a multi-speciality hospital that has been turned into covid treatment facility. The director is trying to make a pricing decision by discussing the same with his fellow consultant of the hospital. The options are whether the patient will be charged a flat package rate for covid treatment or should it be proportionate to the ventilator usage based on patient's body weight. The users of this game will be encouraged to apply linear regression in order to take management decisions. They would also engage in checking the existence of heteroscedasticity and its effects on the gaming decisions. © 2020, The Authors. All rights reserved.

Author Keywords
Decision Science; Marketing Analytics; Pricing Model; Ventilator

Index Keywords
C20, D40, M31

Correspondence Address
Mukhopadhyay M.; Indian Institute of Technology (IIT), India; email: mayukhmukhopadhyay@iitkgp.ac.in

Publisher: SSRN

ISSN: 15565068
Language of Original Document: English
2-s2.0-85113600298
Document Type: Preprint
Publication Stage: Final
Source: Scopus

ELSEVIER

Copyright © 2021 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

RELX Group™