

**DETERMINING PRICING AND LOT-SIZING POLICIES UNDER
PROMOTIONAL EXPENSE FOR SOME VEBLEN PRODUCTS**



**Thesis submitted towards the partial fulfilment of the
Requirements for the Award of Degree of
Doctor of Philosophy**

by

AMIT AMBAR GUPTA

under the guidance of

Prof. Anil Kumar Agrawal
Mechanical Engineering Department
Indian Institute of Technology (BHU), Varanasi
VARANSI-221005

Prof. Manu K. Vora
Business Excellence, Inc.
Naperville, IL 60567-5585, USA

**DEPARTMENT OF MECHANICAL ENGINEERING
INDIAN INSTITUTE OF TECHNOLOGY (BHU), VARANASI
VARANASI – 221 005**

Roll No.: 15101001

2021