

## Inventory Model under Changed Diffusion and Adoption Process

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### Abstract

*The changed diffusion and adoption process of a product is often seen among the social system. The occurrence of such kind of phenomenon is aggravated when the marketing condition is very dynamic. The authors in the field of inventory management are ignorant of this concept so far and have not incorporated this into their models. This is unrealistic because in this era of technological diffusion, developing models to obtain optimum procurement schedules without considering this concept is a difficult task. This paper develops an economic order quantity model where the concept of changed diffusion and adoption process of a product is incorporated. To validate the model a numerical example followed by sensitivity analysis is performed.*

**Keywords:** Adoption, Diffusion, Economic Order Quantity, Technology Product.

**Acknowledgement:** The infrastructural support provided by FORE School of Management, New Delhi is gratefully appreciated.