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jolita.bernatavicienne@mif.vu.lt

Prof. Olga Kurasova

olga.kurasova@mif.vu.lt

Tel. +370 5 2109 315

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Ranking-Based Discrete Optimization Algorithm for Asymmetric Competitive Facility Location

Algirdas Lančinskas¹, Julius Žilinskas¹,
Pascual Fernandez², Blas Pelegrin²

¹ Institute of Data Science and Digital Technologies
Vilnius University

² University of Murcia, Spain
algirdas.lancinskas@mif.vu.lt

We address a discrete competitive facility location problem for an entering firm with a binary customers choice rule and an asymmetric objective function. A heuristic optimization algorithm which is based on ranking of candidate locations and specially adopted for the discrete facility location problems is designed. The proposed algorithm is experimentally investigated by solving different instances of the facility location problem with an asymmetric objective function.