



















- [7] Veronika Grimm and Gregor Zoettl. Investment incentives and electricity spot market competition. *Journal of Economics & Management Strategy*, 22(4):832–851, 2013.
- [8] Cinar Kilcioglu and Costis Maglaras. Revenue maximization for cloud computing services. *Mimeo*, 2015.
- [9] John Langford, Lihong Li, R Preston McAfee, and Kishore Papineni. Cloud control: voluntary admission control for intranet traffic management. *Information Systems and e-Business Management*, 10(3):295–308, 2012.
- [10] R Preston McAfee and Vera Velde. Dynamic pricing with constant demand elasticity. *Production and Operations Management*, 17(4):432–438, 2008.
- [11] Kathleen Spees and Lester B Lave. Demand response and electricity market efficiency. *The Electricity Journal*, 20(3):69–85, 2007.
- [12] Lawrence R Weatherford and Samuel E Bodily. A taxonomy and research overview of perishable-asset revenue management: yield management, overbooking, and pricing. *Operations Research*, 40(5):831–844, 1992.
- [13] Qi Zhang, Lu Cheng, and Raouf Boutaba. Cloud computing: state-of-the-art and research challenges. *Journal of internet services and applications*, 1(1):7–18, 2010.