5007-91-469 **Vyacheslav V. Kalashnikov*** (kalash@itesm.mx), Ave. Eugenio Garza Sada 2501 Sur, 64849 Monterrey, Nuevo Leon, Mexico, and **Vladimir A. Bulavsky**, **Nataliya I. Kalashnykova** and **Mario A. Ovando-Montantes**. *Consistent Conjectural Variations Equilibrium and Structure of Demand in a Mixed Oligopoly Model.*

We study a model of mixed oligopoly with conjectured variations equilibrium (CVE) with a not necessarily continuous demand function, which is the principal novelty from our previous papers. The agents' conjectures concern the price variations depending upon their production output increase or decrease. We establish the existence and uniqueness results for the conjectured variations equilibrium (called an exterior equilibrium) for any set of feasible conjectures. To introduce the notion of an interior equilibrium, we develop a consistency criterion for the conjectures (referred to as influence coefficients) and prove the existence theorem for the interior equilibrium (understood as a CVE with consistent conjectures, or CCVE). On the base of our results related to the case of non-differentiable demand functions, we also investigate the behavior of the consistent conjectures depending upon a parameter representing the demand function derivative with respect to the market price. The latter results allow us to analyze the behavior of groups of consumers with different consumption abilities. The proposed techniques are important because they permit one to develop a qualitative description of the dependence of the market price on the active demand component. (Received May 14, 2013)