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A game theoretic approach for green and non-green product pricing in chain-tochain competitive sustainable and regular dual-channel supply chains

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Highlights

- Pricing in Chain-to-Chain Competition of Dual–Channel Supply Chains.
- The producer can sell products to customers through both the internet the retailer.
- Considering one green-product and one non-green product competitor manufacturers.
- A Stackelberg competition is established between the members of each supply chain.
- A Nash competition is established between two supply chains.

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