

Accepted Manuscript

Contract and Product Quality in Platform Selling

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PII: S0377-2217(18)30628-3
DOI: [10.1016/j.ejor.2018.07.023](https://doi.org/10.1016/j.ejor.2018.07.023)
Reference: EOR 15261



To appear in: *European Journal of Operational Research*

Received date: 9 September 2017
Revised date: 6 May 2018
Accepted date: 8 July 2018

Please cite this article as: Jianqiang Zhang, Qingning Cao, Xiuli He, Contract and Product Quality in Platform Selling, *European Journal of Operational Research* (2018), doi: [10.1016/j.ejor.2018.07.023](https://doi.org/10.1016/j.ejor.2018.07.023)

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Highlights

- A manufacturer sells goods through a platform that chooses contract forms.
- Revenue sharing leads to low price while fixed fee induces high quality.
- Revenue sharing (fixed fee) will be chosen given large (small) market heterogeneity.
- Product line, competition, cost, and decision sequence will affect the equilibrium.

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