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Profitability of Online Order Fulfillment in Multi-channel Retailing

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Highlights

- A nonlinear mixed-integer profit maximization model of online order fulfillment
- Solution approach based on outer approximation technique Insights on the effect of fulfillment options on retailer's profitability
- Online fulfillment from distribution and fulfillment centers is better than stores
- Suggested steps to improve profitability of store fulfillment of online orders

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