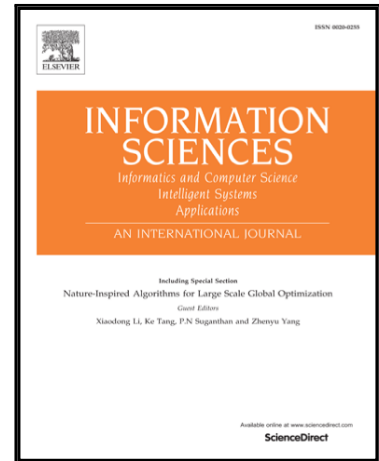


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Optimal Pricing and Alliance Strategy in a Retailer-Led Supply Chain with the Return Policy: A Game-Theoretic Analysis

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Highlights

- We explore the optimal pricing and alliance strategy when a new vendor enters the market.
- We conduct a game-theoretical analysis with the return policy to reveal insights.
- We find that having the alliance strategy need not improve the supply chain performance.
- The optimal alliance strategy is highly sensitive to the product cost and the return rate of the original supplier.

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