

Accepted Manuscript

Commonality Decisions when Designing for Multiple Markets

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PII: S0377-2217(16)30698-1
DOI: [10.1016/j.ejor.2016.08.059](https://doi.org/10.1016/j.ejor.2016.08.059)
Reference: EOR 13945



To appear in: *European Journal of Operational Research*

Received date: 18 August 2015
Revised date: 22 June 2016
Accepted date: 23 August 2016

Please cite this article as: Sreelata Jonnalagedda, Haritha Saranga, Commonality Decisions when Designing for Multiple Markets, *European Journal of Operational Research* (2016), doi: [10.1016/j.ejor.2016.08.059](https://doi.org/10.1016/j.ejor.2016.08.059)

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Highlights

- We model product commonality decisions for geographically separate markets
- We derive optimal commonality under two different strategies
- Optimal commonality depends on market uncertainty and standardization aversion
- There is need for more customization, especially in small but uncertain markets

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