

# Accepted Manuscript

Effect of Partial Cross Ownership on Supply Chain Performance

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PII: S0377-2217(16)30685-3  
DOI: [10.1016/j.ejor.2016.08.046](https://doi.org/10.1016/j.ejor.2016.08.046)  
Reference: EOR 13932



To appear in: *European Journal of Operational Research*

Received date: 22 April 2015  
Revised date: 19 May 2016  
Accepted date: 19 August 2016

Please cite this article as: Jiguang Chen, Qiying Hu, Jing-Sheng Song, Effect of Partial Cross Ownership on Supply Chain Performance, *European Journal of Operational Research* (2016), doi: [10.1016/j.ejor.2016.08.046](https://doi.org/10.1016/j.ejor.2016.08.046)

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**Highlights**

- The leader holding the follower's shares increases profits of the chain and leader.
- The follower holding the leader's shares doesn't affect the chain performance.
- Both always achieve a win-win by transferring the follower's shares to the leader.
- PCO can coordinate a chain iff each one holds half of the other's shares.
- A pull chain performs better than a push one iff a certain condition on PCO is true.

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