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Coordination of the Traditional and the Online Channels for a Short-life-cycle Product

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**Highlights**

- A retailer coordinates the tradition and the online channels with proper pricing strategies and channel mix.
- The effect of return rate, service difference and risk attitude are examined.
- The time of introducing the online channel impacts the retailer's revenue.
- The retailer could adjust price difference of the two channels to mitigate channel conflict.
- The retailer's risk attitude influences its pricing strategies and sales revenue.

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