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Impact of Supply Chain Power and Drop-Shipping on a  
Manufacturer's Optimal Distribution Channel Strategy

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**Highlights**

- We study a manufacturer's optimal distribution channel strategy.
- The manufacturer uses both online and traditional retail channels.
- Either drop-shipping or batch ordering can be online channel's order fulfillment policy.
- An online channel with drop-shipping may not be preferred as a dominant retail channel.
- Online channel's market share plays a crucial role in the selection of drop-shipping.

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