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An Enhanced Robustness approach for managing supply and demand uncertainties

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An Enhanced Robustness Approach for Managing Supply and Demand Uncertainties

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## Abstract

Managing supply and demand uncertainties is a topic that receives increasing management attention due to (1) more price-based competitions forcing firms purchase from cheaper but less-reliable or unproven suppliers, and (2) undesirable consequences of unaddressed demand fluctuations such as reduced service level, financial loss, reputational damage, and loss of

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