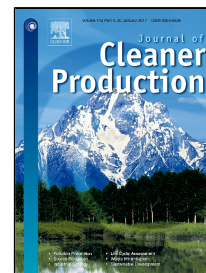


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A mathematical model for green supply chain coordination with substitutable products

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Highlights:

- Green channel coordination issue within a two stage supply chain (SC) is analyzed
- SC plans to release a new substitutable green product beside the traditional one
- Selling price, green quality, and sales efforts are coordinated
- The realized solution is Pareto-efficient for all channel members
- Collaboration model can stimulate demand for green product

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