

Accepted Manuscript

Pricing for Sales and Per-Use Rental Services with Vertical Differentiation

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PII: S0377-2217(18)30263-7
DOI: [10.1016/j.ejor.2018.03.035](https://doi.org/10.1016/j.ejor.2018.03.035)
Reference: EOR 15054



To appear in: *European Journal of Operational Research*

Received date: 20 June 2017
Revised date: 20 March 2018
Accepted date: 26 March 2018

Please cite this article as: Yugang Yu, Yuxuan Dong, Xiaolong Guo, Pricing for Sales and Per-Use Rental Services with Vertical Differentiation, *European Journal of Operational Research* (2018), doi: [10.1016/j.ejor.2018.03.035](https://doi.org/10.1016/j.ejor.2018.03.035)

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Highlights

- Analyze the pricing problem for sales and per-use rental services.
- Study the existence and uniqueness of optimal prices for both business models.
- Vertical differentiation plays an important role in business model choice.
- Vertical differentiation is profitable when operating two business models.
- High (low) quality products may be offered to consumers with low (high) valuation.

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