## Accepted Manuscript

Quality disclosure strategies for small business enterprises in a competitive marketplace

Ming Zhao, Ciwei Dong, T.C.E. Cheng

PII:S0377-2217(18)30258-3DOI:10.1016/j.ejor.2018.03.030Reference:EOR 15049

To appear in: European Journal of Operational Research

Received date:	11 January 2017
Revised date:	20 January 2018
Accepted date:	22 March 2018

Please cite this article as: Ming Zhao, Ciwei Dong, T.C.E. Cheng, Quality disclosure strategies for small business enterprises in a competitive marketplace, *European Journal of Operational Research* (2018), doi: 10.1016/j.ejor.2018.03.030

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



## Highlights

- Consider two small business enterprises with heterogeneous product quality.
- The product quality can be disclosed by selling through a retailer.
- Study that if small business enterprises should disclose their quality.
- The equilibrium depends on customers' prior belief of the quality.
- Both small business enterprises may or may not disclose their quality,

A CERTIN

Download English Version:

## https://daneshyari.com/en/article/6894636

Download Persian Version:

https://daneshyari.com/article/6894636

Daneshyari.com