

Accepted Manuscript

Why and How do Branders Sell New Products on Flash Sale Platforms?

Mingyang Zhang , Juliang Zhang , T.C.E. Cheng , Guowei Hua

PII: S0377-2217(18)30201-7
DOI: [10.1016/j.ejor.2018.02.051](https://doi.org/10.1016/j.ejor.2018.02.051)
Reference: EOR 15011



To appear in: *European Journal of Operational Research*

Received date: 12 December 2016
Revised date: 30 January 2018
Accepted date: 27 February 2018

Please cite this article as: Mingyang Zhang , Juliang Zhang , T.C.E. Cheng , Guowei Hua , Why and How do Branders Sell New Products on Flash Sale Platforms?, *European Journal of Operational Research* (2018), doi: [10.1016/j.ejor.2018.02.051](https://doi.org/10.1016/j.ejor.2018.02.051)

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

- We study why and how branders use the flash sale platform to sell new products.
- The results show that the aims of using the flash sale platform are to promote product and to earn profit.

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/6894650>

Download Persian Version:

<https://daneshyari.com/article/6894650>

[Daneshyari.com](https://daneshyari.com)