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Retailer-run Resale Market and Optimal Returns and Resale Policy

Chang Hwan Lee , Byong-Duk Rhee

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Highlights

- We explore a retailer's motivation for running its own resale market
- Consumers either return the product or resell it after partial consumptions
- We derive the optimal returns and resale policy for the retailer
- The retailer-run resale market increases the price and sales of new products
- The retailer-run resale market also decreases the size of consumer returns

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