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Cooperation Royalty Contract Design in Research and Development  
Alliances: Help vs. Knowledge-sharing

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**Highlights**

- Two types of cooperation contracts in research and development are investigated.
- Under some conditions, the knowledge-sharing contract is always preferable.
- Under some conditions, the help contract is more beneficial for the marketer.
- The non-cooperation contract is not always worse than the cooperation contracts.
- Technical uncertainty has a substantial influence on contract choice.

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