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Strategic introduction of the marketplace channel under spillovers
from online to offline sales

Yingchen Yan, Ruiqing Zhao, Zhibing Liu

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Hightlights

- We explore whether the marketplace channel should be introduced in online retailing.
- We study different spillover effects of online to offline sales on channel struture.
- We also consider the platform fee and the third-parity retailing inefficiency.
- We investigate the co-opetition between the upstream manufacturer and the e-tailer.
- We present the condition under which both parties benefit from the introduction.

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