Accepted Manuscript

Clicks versus Bricks: the role of durability in marketing channel strategy of durable goods manufacturers

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PII:S0377-2217(17)30770-1DOI:10.1016/j.ejor.2017.08.039Reference:EOR 14658

To appear in: European Journal of Operational Research

Received date:30 September 2016Revised date:1 August 2017Accepted date:21 August 2017

Please cite this article as: Wei Yan, Yu Xiong, Junhong Chu, Gendao Li, Zhongkai Xiong, Clicks versus Bricks: the role of durability in marketing channel strategy of durable goods manufacturers, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.08.039

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Highlights

- We investigate the impact of product durability on dual-channel decision
- We develop a game-theoretic model to study this problem
- Under certain condition, opening an inactive e-channel is good for manufacturer
- Moderate durability makes manufacturer encroachments detrimental to the retailer

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