

Accepted Manuscript

Design for the Environment: Impact of Regulatory Policies on Product Development

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PII: S0377-2217(15)00677-3
DOI: [10.1016/j.ejor.2015.07.043](https://doi.org/10.1016/j.ejor.2015.07.043)
Reference: EOR 13132



To appear in: *European Journal of Operational Research*

Received date: 14 January 2015
Revised date: 10 July 2015
Accepted date: 17 July 2015

Please cite this article as: Sirish Kumar Gouda, Sreelata Jonnalagedda, Haritha Saranga, Design for the Environment: Impact of Regulatory Policies on Product Development, *European Journal of Operational Research* (2015), doi: [10.1016/j.ejor.2015.07.043](https://doi.org/10.1016/j.ejor.2015.07.043)

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Highlights

- We address an automaker's product quality choice problem under different regulatory constraints
- We propose an alternate regulatory mechanism based on traditional and environmental quality
- We discuss the role of economies of scale and synergies on the quality levels provided by the automaker
- We find that composite regulation can provide higher triple bottom line performance
- We also analyze the triple bottom line performance of automaker under different market settings

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