

Accepted Manuscript

Asymmetric product distribution between symmetric manufacturers
using dual-channel supply chains

Kenji Matsui

PII: S0377-2217(15)00637-2
DOI: [10.1016/j.ejor.2015.07.004](https://doi.org/10.1016/j.ejor.2015.07.004)
Reference: EOR 13092



To appear in: *European Journal of Operational Research*

Received date: 11 June 2014
Revised date: 17 May 2015
Accepted date: 2 July 2015

Please cite this article as: Kenji Matsui , Asymmetric product distribution between symmetric manufacturers using dual-channel supply chains, *European Journal of Operational Research* (2015), doi: [10.1016/j.ejor.2015.07.004](https://doi.org/10.1016/j.ejor.2015.07.004)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Highlights

We investigate optimal product distribution strategy for a manufacturer.

We assume that two symmetric manufacturers use a retail channel and a direct channel.

Asymmetric distribution policy always arises in subgame perfect equilibrium.

Namely, one manufacturer uses the direct channel while the other uses both channels.

Symmetric dual-channel distribution policy is not optimal for a manufacturer

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/6896311>

Download Persian Version:

<https://daneshyari.com/article/6896311>

[Daneshyari.com](https://daneshyari.com)