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Joint Optimization for Coordinated Configuration of Product Families and Supply Chains by a Leader-Follower Stackelberg Game

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Highlights:

- Studies in joint configuration of product families and supply chains are reviewed.
- Mathematical models for product families and supply chains are formulated.
- Joint configuration is modeled by a Stackelberg game.
- A bi-level, nested genetic algorithm is employed to solve the game.
- Experiments are conducted and the managerial implications are discussed.