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Optimizing the return window for online fashion retailers with closed-loop refurbishment

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#### ACCEPTED MANUSCRIPT

## Highlights

- Delay at the customers as economic loss for online retailers
- $\bullet$  How companies can strategically set their return window as to maximize their profit
- Competitive advantage from multiple looping of returns
- How product aging affects profit and the choice of refurbishment versus resale in secondary markets
- Strong connection between analytical model and practice

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