

Accepted Manuscript

Backward Integration Strategy in a Retailer Stackelberg Supply Chain

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PII: S0305-0483(16)30350-4
DOI: [10.1016/j.omega.2017.03.002](https://doi.org/10.1016/j.omega.2017.03.002)
Reference: OME 1761

To appear in: *Omega*

Received date: 28 June 2016
Revised date: 15 January 2017
Accepted date: 6 March 2017

Please cite this article as: Wei Li , Jing Chen , Backward Integration Strategy in a Retailer Stackelberg Supply Chain, *Omega* (2017), doi: [10.1016/j.omega.2017.03.002](https://doi.org/10.1016/j.omega.2017.03.002)



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Highlights

- A retailer's Stackelberg supply chain sells a product in two quality-differentiated brands;
- We discuss the retailer's backward integration strategy;
- Effects of channel integration on price & quality competition between two brands are discussed;
- The retailer is better off to integrate with low-quality manufacturer if qualities are endogenous and cost of integration is low.

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