

# Accepted Manuscript

Dynamic pricing strategy and coordination in a dual-channel supply chain considering service value

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PII: S0307-904X(17)30623-6  
DOI: [10.1016/j.apm.2017.10.006](https://doi.org/10.1016/j.apm.2017.10.006)  
Reference: APM 12007



To appear in: *Applied Mathematical Modelling*

Received date: 18 November 2016  
Revised date: 22 August 2017  
Accepted date: 10 October 2017

Please cite this article as: Fang Zhang, Cong Wang, Dynamic pricing strategy and coordination in a dual-channel supply chain considering service value, *Applied Mathematical Modelling* (2017), doi: [10.1016/j.apm.2017.10.006](https://doi.org/10.1016/j.apm.2017.10.006)

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## Highlights

- This paper investigates two dynamic pricing strategies in a dual-channel supply chain with service.
- The dynamic phenomena, such as period doubling bifurcation and wave shape chaos are analyzed through numerical simulation.
- We discuss the influence of service value on the model.
- We analyze the Bullwhip effect of the system.
- In coordination mechanism, we calculate that the fixed fee changes as service value increases.

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