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

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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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