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Optimal inventory decisions under vendor managed inventory:
Substitution effects and replenishment tactics

Jianhu Cai , Pandu R. Tadikamalla , Jennifer Shang ,
Guanghai Huang

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Research highlights:

- Consider VMI with two substitutable brands and uncertain demand
- Examine the case when each brand is supplied by only one supplier
- Study the case when one supplier can replenish his brand in the selling season
- Consider the case when the two brands are provided by only one supplier
- Obtain optimal solutions for all models allowing substitution and replenishment

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