Author's Accepted Manuscript

Assessing the profitability of cooperative advertising programs in competing channels

Salma Karray, Guiomar Martín-Herrán, Georges Zaccour



www.elsevier.com/locate/ijpe

PII: S0925-5273(17)30040-3

DOI: http://dx.doi.org/10.1016/j.ijpe.2017.02.008

Reference: PROECO6657

To appear in: Intern. Journal of Production Economics

Received date: 24 October 2016 Revised date: 18 January 2017 Accepted date: 21 February 2017

Cite this article as: Salma Karray, Guiomar Martín-Herrán and Georges Zaccour Assessing the profitability of cooperative advertising programs in competing c h a n n e 1 s , *Intern. Journal of Production Economics* http://dx.doi.org/10.1016/j.ijpe.2017.02.008

This is a PDF file of an unedited manuscript that has been accepted fo publication. As a service to our customers we are providing this early version o the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting galley proof before it is published in its final citable form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain

ACCEPTED MANUSCRIPT

Assessing the profitability of cooperative advertising programs in competing channels 1

Salma Karray University of Ontario Institute of Technology (Canada)

> Guiomar Martín-Herrán IMUVa, Universidad de Valladolid (Spain)

Georges Zaccour Chair in Game Theory and Management and GERAD, HEC Montréal (Canada)

February 22, 2017

¹Research of the first and third authors is supported by the National Sciences and Engineering Council of Canada (NSERC). The second author's research is partially supported by MEC under project ECO2014-52343-P, co-financed by FEDER funds and the COST Action IS1104 "The EU in the new economic complex geography: models, tools and policy evaluation".

دريافت فورى ب

ISIArticles مرجع مقالات تخصصی ایران

- ✔ امكان دانلود نسخه تمام متن مقالات انگليسي
 - ✓ امكان دانلود نسخه ترجمه شده مقالات
 - ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
 - ✓ امكان دانلود رايگان ۲ صفحه اول هر مقاله
 - ✔ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
 - ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات