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Pricing and Sourcing Strategies for Competing Retailers in Supply Chains under Disruption Risk

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Highlights

- Sourcing and pricing decisions of competing retailers under supply disruption
- Game theoretic analysis of a retailer competing against a reliable supply chain
- Price adjustment as a risk contingency strategy resulting in profit improvement
- Competitive dynamics shaped by market size, procurement cost and disruption risk
- Framework derived based on combining pricing and sourcing strategies

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