

## Accepted Manuscript

Interaction Between Channel Strategy and Store Brand Decisions

Yannan Jin, Xiaole Wu, Qiying Hu

PII: S0377-2217(16)30538-0  
DOI: [10.1016/j.ejor.2016.07.001](https://doi.org/10.1016/j.ejor.2016.07.001)  
Reference: EOR 13827



To appear in: *European Journal of Operational Research*

Received date: 10 September 2015  
Revised date: 21 April 2016  
Accepted date: 1 July 2016

Please cite this article as: Yannan Jin, Xiaole Wu, Qiying Hu, Interaction Between Channel Strategy and Store Brand Decisions, *European Journal of Operational Research* (2016), doi: [10.1016/j.ejor.2016.07.001](https://doi.org/10.1016/j.ejor.2016.07.001)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final 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.

**Highlights**

- We consider two price schemes depending on manufacturer's pricing flexibility.
- The firms' strategic interactions differ significantly under the two price schemes.
- Fewer retailer may introduce a store brand as store brand becomes more competitive.
- Retailer may even decrease the price of the increasingly competitive store brand.
- Manufacturer's pricing flexibility never brings more profit for it.

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان 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