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Supply chain coordination through integration of innovation effort and advertising support

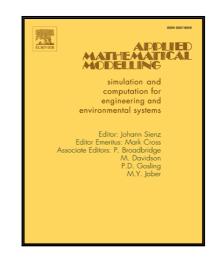
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Highlights

- Integrate firms' innovation (operations) and advertising (marketing) decisions.
- Solve the optimal equilibriums of channel members in different scenarios.
- Address the manufacturers optimal supporting rate of advertising expenditure.
- Propose a new two-way subsidy mechanism to coordinate channel members activities.
- Offer valuable insights and suggestions through comprehensive comparisons.

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