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Integrated multi-site aggregate production-pricing planning in a two echelon supply chain with multiple demand classes

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**Highlights**

- Studying an aggregate production –pricing problem with multiple demand classes.
- Developing a new demand response function with cannibalization.
- Determining optimal price gaps in multi-channel retailing.
- Involving a convexification strategy based on convex hulls in the solution algorithm.
- Investigating sensitivity of objective function to leakage rates.

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