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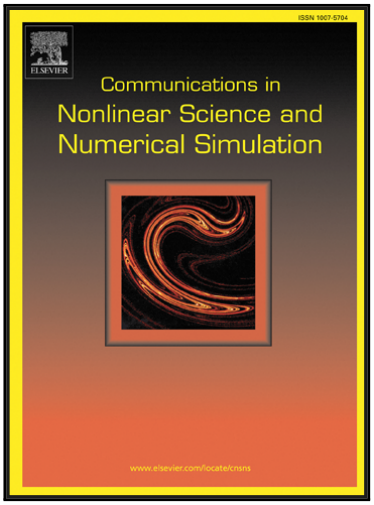

Decision on Risk-averse Dual-channel Supply Chain under Demand Disruption

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Highlights

- Risk-averse centralized and decentralized decision-making models are studied.
- Pricing, sales volume, and production decision under demand disruption are calculated.
- Results show that change in decision making is a linear function of demand disruption.
- Change in decision making is also independent from the risk-averse coefficient.
- Stability of sales volume is related to market share and demand disruption.

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