

## عنوان مقاله:

game theoretic approach for pricing decisions in dual channel Supply Chain

## محل انتشار:

فصلنامه بین المللی مهندسی صنایع و تحقیقات تولید، دوره 28، شماره 1 (سال: 1396)

تعداد صفحات اصل مقاله: 8

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## خلاصه مقاله:

In the current study, a dual-channel supply chain is considered containing one manufacturer and two retailers. It is assumed that the manufacturer and retailers have the same decision powers game-theoretic approach is developed to analyze pricing decisions under the centralized and decentralized scenarios. First, the Nash model is established to obtain the equilibrium decisions in the decentralized case. Then, the centralized model is developed to maximize the total profit of the whole system. Finally, the equilibrium decisions are discussed and some managerial insights are revealed

## کلمات کلیدی:

E-commerce. Supply chain. management. A Dual-channel structure. Game theory. Nash equilibrium. Centralized model

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/665717>

