ABSTRACT

(Business Administration - Operations Management)

ISSUES ON MULTI-CHANNEL SUPPLY CHAINS

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## CONTENTS

List of Figures ......................................................... ix

1 Introduction .................................................. 1


1.1.1 Motivation and Research Questions ..................... 1

1.1.2 Key Modeling Assumptions ............................... 2

1.1.3 Main Results .................................................. 6

1.2 Essay 2: Free Riding in a Multi-Channel Supply Chain ................................................................. 8

1.2.1 Motivation and Research Questions ..................... 8

1.2.2 Key Modeling Assumptions ............................... 10

1.2.3 Main Results .................................................. 12

1.3 Essay 3: e-Fulfillment: Vertical vs. Horizontal Cooperation ............................................................ 13

1.3.1 Motivation and Research Questions ..................... 13

1.3.2 Key Modeling Assumptions ............................... 14

1.3.3 Main Results .................................................. 16


2.1 Introduction .................................................. 18

2.2 The Model ..................................................... 23

2.3 Choice of Channel Structure: Without an Outside Option ............................................................ 27
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.3.1</td>
<td>Scenario I: B vs. B</td>
<td>29</td>
</tr>
<tr>
<td>2.3.2</td>
<td>Scenario II: C vs. B</td>
<td>29</td>
</tr>
<tr>
<td>2.3.3</td>
<td>Scenario III: C vs. C</td>
<td>35</td>
</tr>
<tr>
<td>2.3.4</td>
<td>Equilibrium Structure</td>
<td>37</td>
</tr>
<tr>
<td>2.4</td>
<td>Choice of Channel Structure: With an Outside Option</td>
<td>38</td>
</tr>
<tr>
<td>2.4.1</td>
<td>The Equilibrium Structure</td>
<td>38</td>
</tr>
<tr>
<td>2.4.2</td>
<td>Entry Barriers</td>
<td>43</td>
</tr>
<tr>
<td>2.5</td>
<td>Extensions</td>
<td>45</td>
</tr>
<tr>
<td>2.5.1</td>
<td>Alliance to Sell Online</td>
<td>45</td>
</tr>
<tr>
<td>2.5.2</td>
<td>The Internet Reaches Additional Market</td>
<td>51</td>
</tr>
<tr>
<td>2.6</td>
<td>Concluding Remarks</td>
<td>52</td>
</tr>
</tbody>
</table>

3 Free Riding in a Multi-Channel Supply Chain | 55

3.1 Introduction | 55
3.2 Consumer Valuation | 62
3.3 The Direct Channel Alternative - Single Product | 65

3.3.1 Benchmark: No Direct Channel | 65
3.3.2 Manufacturer Also Sells Direct | 66
3.3.3 Implications for Supply Chain Channel Design | 75

3.4 The Direct Channel Alternative - A Market With Two Products | 79

3.4.1 Benchmark: No Direct Channel | 79
3.4.2 Manufacturer Also Sells Direct | 82