

*The Hong Kong Polytechnic University*  
*Department of Logistics and Maritime Studies*  
*Research Seminar*

## **Information Sharing, Pricing Timing and Platform Selection**

by

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**Date: 14 June 2018 (Thursday)**  
**Time: 10:30am - 11:30am**  
**Venue: M714, Li Ka Shing Tower**  
**The Hong Kong Polytechnic University**

**(Conducted in English)**

### **Abstract:**

In this study, we consider two platforms, an agency platform that allows suppliers to direct sell the product to customers, and a hybrid platform that acts as both an agency platform and an e-retailer buying products from suppliers and then reselling to customers. A supplier that originally sells its product to the hybrid platform now wants to sell its product direct to consumers on either of the two platforms. To attract the supplier to direct sell on their own platform, both the agency platform and the hybrid platform may share their downstream demand information with the supplier. We then explore the platforms' information sharing decisions and the supplier's platform selection decision by studying a four-stage game under two (wholesale) pricing timing scenarios. That is, the wholesale prices may be determined before (named early pricing) or after (named late pricing) the platforms' strategic information sharing decisions. We show that it is never in the best interest of the supplier to direct sell on the hybrid platform under the late pricing, whereas under the early pricing, the supplier may prefer direct selling on the hybrid platform; and the chosen platform shares its information with the supplier voluntarily. Interestingly, the supplier direct selling on the agency platform may benefit the hybrid platform as well under the late pricing but hurts the hybrid platform under the early pricing. We find that the supplier prefers late pricing over the early pricing. Moreover, the pricing timing preference of the supplier and the hybrid platform may be aligned.

### **Bio:**

TANG Yanli is a PhD student at the Department of Logistics and Maritime Studies of The Hong Kong Polytechnic University. She received her Master Degree (2015) from Sun Yat-sen University and Bachelor Degree (2013) from Southwestern University of Finance and Economics. She is currently pursuing a PhD degree under the supervision of Dr. Yulan WANG.

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**All are welcome!**