

# **Product Greening, Competition and Coordination under Government Regulations**

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Abstract :

In this paper, we examine a monopoly and duopoly facing government taxation and undertaking product greening. We consider situations in which the players cooperate or act individually. Our problem is motivated by recent developments in the supply chains of global automobile manufacturers. We build analytical models and show how greening levels, prices and profits are influenced by greening costs and penalty. Further, we propose various contracts between the players undergoing greening. The problem throws interesting insights into the strategies of monopolists and competitor firms and their key decisions.