

*Naveen Jindal School of Management*

***Advance Selling in the Presence of  
Market Power and Risk-Averse Consumers***

UT Dallas Author(s):

Suresh P. Sethi

Citation:

Ma, Shanshan, Guo Li, Suresh P. Sethi, and Xuan Zhao. 2019.  
"Advance Selling in the Presence of Market Power and Risk-Averse  
Consumers." *Decision Sciences* 50(1): 142-169, doi: 10.1111/  
deci.12318

Copyright law restricts access to full text from Treasures  
@ UT Dallas to users with a valid UT Dallas NetID  
and password. Authorized users may click the link  
below to gain entry into the publisher's website.

<http://utd.edu/t/6515>