

**BEHAVIORAL EXAMINATION OF INVENTORY RISK EFFECTS ON CHANNEL
COMPETENCY: AN EMPIRICAL STUDY**

Ahasan Harun
University of North Texas
115 Union Circle
Denton, TX 76203
mdahasanuddin.harun@unt.edu

ABSTRACT

In this study, we have three objectives. First, in the context of behavioral supply chain management, among push, pull, and advanced purchase discount (APD) contract, which one performs closely to the theoretical predictions. Second, which of these three contract settings offer the most profit for both the retailer and the supplier. Third, we examine the cultural influence in terms of decision-making in the context of these three contract settings. Findings of our study have important implications for both academics and supply chain professionals.

Keywords: Push contract, Pull contract, Advanced Purchase Contract (APD), Culture