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论文

最新目录 | 下期目录 | 过刊浏览 | 高级检索

◀ 前一篇 | 后一篇 ▶

再制造率随机的闭环供应链产品差别定价策略

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Products difference pricing strategy of closed-loop supply chain with remanufacturing rate random

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摘要

图/表

参考文献(21)

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摘要

考虑闭环供应链的差别定价问题, 制造商回收废旧产品, 并生产新产品和再制造产品, 再制造率随机. 采用Stackelberg 博弈方法, 研究集中决策和分散决策下相应产品的最优定价, 给出供应链各成员的最优利润. 结果表明: 若制造商对产品延迟定价, 则集中决策下回收价格高于分散决策, 而销售价格均低于分散决策; 当零售商的保守利润不低于一定值时, 集中决策下总利润不低于分散决策, 制造商可以采用改进的两部定价契约协调供应链.

关键词: 闭环供应链, 再制造率, 差别定价策略, 回收价格, 两部定价契约

Abstract:

Considering the differential pricing problem of the closed-loop supply chain, the manufacturer collects used products and produces new products and remanufacturing products, and the remanufacturing rate is random. The Stackelberg game of the manufacturer leader is adopted to research the product differential pricing strategy under centralized decision-making and decentralized decision-making, and gives the profit of each member in the supply chain under two decision making. The research shows that when manufacturers have the opportunity to delay on product pricing, the centralized decision making recovery price of used products is higher than the decentralized decision making, and product prices are less than the decentralized decision making. When the retailer's fundamental profit can achieve a certain value, the total profit under centralized decision making is not less than under decentralized decision making, thus the manufacturer can improve the two-tariff pricing contract to coordinate the supply chain.

Key words: closed-loop supply chain remanufacturing rate differential pricing strategies recovery price two-tariff contract

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