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短文

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具有公平关切的零售商对双渠道供应链决策影响分析

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Impact of fair-minded retailer on decision of supply chain in dual-channel

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摘要

图/表

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摘要

针对市场需求信息不对称的双渠道供应链, 考虑零售商具有公平关切心理, 研究零售商的公平关切行为对供应链各成员决策及效用的影响. 通过定义制造商判断市场需求规模的阈值, 以获取零售商订单中所传递的市场需求规模信息, 并得到零售商的最优订货量和制造商的最优直销量. 研究发现, 阈值随零售商公平关切程度的增加呈现递减趋势, 且最终趋于常数. 数值实验结果表明, 零售商的公平关切行为有利于增加自身的效用, 但会损害制造商的利润.

关键词: 双渠道供应链, 信息不对称, 公平关切行为, 阈值决策

Abstract:

Based on the demand asymmetric information in the dual-channel supply chain, which easily stimulates supply chain members' fairness concern, the impact of the retailer's fairness concern on the supply chain is studied, including the decisions and utilities of the members. Firstly, a threshold is defined to accurately determine the market size based on the retailer orders under considering the retailer's fairness concern. Then, the retailer's optimal order quantity and the manufacturer's optimal direct selling quantity are obtained. It is found that the threshold is decreasing as fairness increases and it gradually becomes gentle. Numerical experiment results show that the retailer's fairness concern benefits himself but hurts the manufacturer.

Key words: dual-channel supply chain asymmetric information fairness concern threshold decision

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