

## 基于偏好决策的MC模式下供应链调度优化

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# Optimization of Supply Chain Scheduling in Mass Customization Based on Preference Decision

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**摘要** 分析了随机需求与随机资源约束条件下的MC模式下供应链调度过程中蕴含的主要矛盾问题,提出对供应链协作成员动态收益满意偏好的合理决策是有效解决矛盾的关键因素之一。对影响和决定该偏好的主、客观因素进行了界定以及定性与定量分析,建立了基于协作成员满意收益的利益偏好决策模型,最后将其引入MC模式下的供应链调度优化模型,通过算例分析,验证了思路与模型的有效性。

**关键词:** [大规模定制](#) [供应链调度](#) [收益偏好决策](#) [优化模型](#)

**Abstract:** Based on the stochastic demand and stochastic resources restriction,primary contradictions contained in the supply chain scheduling process in mass customization(MC) are analyzed.It is presented that the rational decision of cooperators' dynamic profits satisfaction preference is one of the key factors to settle these contradictions effectively.Its subjective and objective factors that effect and decide the preference are defined,the corresponding qualitative and quantitative analysis are carried out,and a profit preference decision model based on the cooperators' satisfaction benefits is established.It is finally introduced into the MC optimization model.Through the numerical example,analysis approach of this article and validity of the model are verified.

收稿日期: 2004-12-28;

基金资助:四川省重点科研计划资助项目(010Y051-26);西南交通大学博士创新基金资助

引用本文:

姚建明, 蒲云, 张秀敏 .基于偏好决策的MC模式下供应链调度优化[J] 中国管理科学, 2005,V(5): 54-60

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