

时间价格敏感型需求下的供应链决策模式研究

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Study on the Decision Mode of Supply Chain for Time-Sensitive and Price-Sensitive Demand

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摘要 在定制产品的市场竞争中,需求不仅对价格敏感,对时间也十分敏感.本文以一个两阶段的供应链系统为背景,研究了分散决策和集中决策两种模式下的MTO供应链决策问题.分别分析了两种模式下的决策过程,进行了优化求解.并结合一个汽车行业定制供应链实例进行了数值分析,证明了对于时间价格敏感型需求下的供应链决策问题,集中决策模式能够实现更大的供应链整体收益.这些研究工作为供应链企业在时间价格敏感型市场上竞争提供了有效的决策工具和方法.

关键词: [需求](#) [供应链](#) [决策模式](#) [分散决策](#) [集中决策](#)

Abstract: In the market competition of customized products,demands are both time-sensitive and price-sensitive.In this papdr,the decision problem of MTO supply chain was studied separately in decentralized decision mode and centralized decision mode.The decision processes in two modes were analyzed and the optimal solutions were found.A numerical analysis was proposed with an application in Auto industry.It's proved that more profit of supply chain can be gained with the mode of centralized decision.Thus,and effective decision tool and method are provided for supply chain enterprise to compete in both time-sensitive and price-sensitive markets.

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