



基于价格合作的寡头垄断企业供应链产品定价研究

A Study On The Pricing In The Oligopoly Supply Chain Cooperated On Price

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中文摘要

建立了一个两阶段单链供应链模型, 供应链节点双方均为寡头垄断企业。讨论了供应商与制造商在价格合作和非价格合作下的中间产品定价和最终产品的定价, 比较了两种情况下供应链的总体利润差别。指出价格合作下利润增加的幅度不仅与最终产品市场的需求弹性正相关, 并且与供应商的成本正相关, 与供应商面临的市场价格需求弹性负相关。由于整条供应链的超额利润并不代表个体的超额利润, 因此文章的最后对超额利润进行了讨论, 指出了价格合作下寡头垄断企业所组成供应链的稳定条件。

英文摘要

The study sets up a model of a single two-staged supply chain, two sides of which are both oligarchic enterprises. The paper examines how to price the intermediate and the terminal products with the pricing cooperation between the supplier and the manufacturer, and how without the cooperation. The differences hencefore in the gross profit of the supply chain are compared. The result shows that with the pricing cooperation the rate of the increase in the profit is not only positively related to the elasticity of demand for the terminal products and to the cost of the supplier, but also negatively related to the price elasticity of demand for the supplier. Since the excess profit of the whole chain does not represent the one of an individual enterprise, the paper then follows up to probe into the excess profit, suggesting the premises for a stable supply chain cooperated on pricing.

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