

论文

制造商与不同质供应商博弈分析

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摘要:

市场竞争的主要方式已由企业之间的竞争转向企业联盟即供应链之间的竞争,供应链上企业的关系协调就成了市场竞争成败的关键问题.根据当前供应链管理的现状,为更好促进供应链上企业间的协作关系,建立拥有多个互不同质供应商和一个制造商的二级供应链上的两阶段博弈模型,求出了该博弈模型的均衡解,并对其影响因素进行了分析.得出结论:供应商和制造商都应该在努力降低生产成本的同时寻求更多的厂商进行交易,供应商和制造商之间不仅仅是利润竞争关系,完全可以实现“双赢”.

关键词: 供应链 纳什均衡 古诺竞争

Game analysis of manufacturer and different suppliers

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Abstract:

The chief mode of market competition has turned its steps to the company coalitions from that among companies, which is called supply chains' competition. According to the real condition of supply chain management, a game model of companies on a two-stage supply chain with different suppliers and one manufacturer was built. The equilibrium value and the influential factors of players' payoffs were analyzed. A conclusion was made that both the supplier and manufacturer should seek more companies to trade off, and the relationship between them is not only competitive but absolutely "win win".

Keywords: supply chain Nash equilibrium Cournot competition

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