

工程与应用

## 组织学习与组织结构模式选择的仿真分析

王晓灵<sup>1</sup>, 侯云章<sup>2</sup>, 彭正龙<sup>1</sup>, 杜建国<sup>2,3</sup>

1. 同济大学 经济与管理学院, 上海 200092

2. 南京大学 工程管理学院, 南京 210093

3. 江苏大学 工商管理学院, 江苏 镇江 212013

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**摘要** 为研究组织外部学习对组织结构模式选择的影响, 采用基于代理的计算实验方法, 建立了区域零售市场中两个零售企业之间存在竞争时, 采用集中决策和分散决策模式下的仿真模型。计算结果表明, 企业的外部学习导致竞争更为激烈, 从而集中决策模式在市场差异较小时明显优于分散决策模式, 而随着市场差异程度的增大采用分散决策模式则可以为企业带来更高盈利。另外, 随着市场容量的增大, 集中决策模式也逐渐优于分散决策模式。

**关键词** [组织结构](#) [个体学习](#) [零售市场](#) [计算实验](#)

分类号

## Organization learning and the simulation analysis of pattern choice of organizational structure

WANG Xiao-ling<sup>1</sup>, HOU Yun-zhang<sup>2</sup>, PENG Zheng-long<sup>1</sup>, DU Jian-guo<sup>2,3</sup>

1. School of Economics & Management, Tongji University, Shanghai 200092, China

2. School of Management Science and Engineering, Nanjing University, Nanjing 210093, China

3. School of Business Administration, Jiangsu University, Zhenjiang, Jiangsu 212013, China

### Abstract

To study the influence of organization external learning on the pattern choice of organizational structure, on the basis of agent-based computational experiments, the simulating models of both in centralized decision-making form and in decentralized one are developed in which two retailers compete in the supposed district retail market. The computational results show that organization external learning induces the more fierce competition, and results in the performance of centralized form being better than the decentralized form on the condition that the heterogeneity between markets is small. Whereas with the market heterogeneity becoming bigger the performance of decentralized form can give more profit to the firm. Besides, with the increase of the market capacity, the relative performance of centralized form is greater than the decentralized form accordingly.

**Key words** [organizational structure](#) [individual learning](#) [retail market](#) [computational experiments](#)

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通讯作者 王晓灵 [E-mail: qdwling@163.com](mailto:qdwling@163.com)

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