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基于网络图的产品生产、运输、定价综合决策模型

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Production, transportation and pricing integrated decision-making model based on network graph

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摘要

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摘要

针对大型垄断厂商在商品生产、运输、定价决策中独立考虑生产定价和运输两个环节的弊端, 提出一种将产量决策、运输决策和定价决策3个环节作为一个系统进行考虑的综合决策模型. 借助利润网络图, 构建同时考虑生产及运输成本以及市场需求的商品生产、运输和定价综合决策模型, 并探讨模型的解法及其理论基础. 通过给出的应用案例表明, 相比传统决策模型, 利用综合决策模型可以提高15.50%的利润.

关键词: 生产决策, 运输问题, 定价决策, 利润网络图, 综合决策

Abstract:

For the drawbacks that research on production, transportation and pricing decision problems has typically focused on considering individual production/pricing problems, or on considering individual transportation problems, the integrated decision-making model is proposed. The production decisions, transportation decisions and pricing decision are considered as a system, and an integrated decision-making model considering simultaneously production cost, transportation cost and the market demand is proposed by using the profit network graph. The solution and its theoretical basis are discussed. An application example is given to illustrate that, by using the mode, the increase in total operating profit from tradition model is up to 15.50%.

Key words: production decisions transportation problem pricing decision profit network graph integrated decision

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