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## 具有公平感的零售商订购决策研究

李娟, 张迪, 沈厚才

南京大学工程管理学院, 江苏 南京 210093

### Fairness's Influences to the Retailer's Ordering Decision

LI Juan, ZHANG Di, SHEN Hou-cai

School of Management and Engineering, Nanjing University, Nanjing 210093, China

摘要

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**摘要** 供应链系统中, 零售商的公平感知会对其订购决策产生影响。将公平感细分为四类: 过程双边公平、结果双边公平、过程单边公平和结果单边公平, 研究了具有不同公平感类型的零售商在批发价合同下的订购决策。第一, 在批发价合同中, 具有过程或结果双边公平感的零售商, 其订购量各不相同, 与不考虑公平感的零售商的相对大小关系取决于系统参数; 并且, 零售商的公平感无法协调系统, 但在某些条件下, 可以改善其在系统中的相对收益。第二, 在批发价合同中, 具有过程或结果单边公平感的零售商, 若零售商关注过程单边公平, 其订购量总小于不具有公平感的零售商的; 若零售商关注结果单边公平, 在某些条件下, 其订购量大于不具有公平感的零售商的; 并且, 零售商的公平感无法协调系统, 但在某些条件下, 可以改善其在系统中的相对收益。

**关键词:** [过程双边公平](#) [结果双边公平](#) [过程单边公平](#) [结果单边公平](#)

**Abstract:** The retailer's fairness concerning influences the ordering decision in the supply chain. Types of fairness are divided as: two-sides process fairness, two-sides outcome fairness, one-side process fairness and one-side outcome fairness. In this paper, how fairness concerning influences the retailer's optimal ordering decisions under wholesale price contract is investigated. Firstly, given the wholesale price contract, when the retailer concerns about two-sides fairness, the optimal ordering decision under process fairness is different from that under outcome fairness. The comparison of the optimal ordering decisions between that with fairness concerning and that without depends on the system's parameters. His fairness concerning cannot coordinate the supply chain, but it can improve his relative profits under some conditions. Secondly, given the wholesale price contract, when the retailer concerns about one-side fairness, the optimal ordering decision with process fairness is smaller than that without and the optimal ordering decision with outcome fairness is larger than that without under some conditions. His fairness concerning cannot coordinate the supply chain, but he can improve his relative profits under some conditions.

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**作者简介:** 李娟 (1979-), 女 (汉族), 河南焦作人, 南京大学工程管理学院, 副教授, 研究方向: 行为运作管理。

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