

具公平关切零售商的闭环供应链差别定价策略研究

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Differential Pricing Strategy of Considering Retailer's Fairness Concerns in the Closed-Loop Supply Chain

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摘要 将零售商公平关切行为倾向引入到闭环供应链的差别定价策略中, 构建了制造商考虑和不考虑零售商公平关切行为两种差别定价决策模型, 运用博弈理论对两种模型进行分析求解。研究表明闭环供应链成员的差别定价策略、收益以及废旧产品回收量均受到零售商公平关切行为的影响; 制造商应考虑零售商的公平关切行为倾向做出决策, 这对制造商自身是有利的, 同时也增加了对废旧产品的回收量, 有利于资源回收再利用; 同时还发现公平关切行为倾向是零售商获取闭环供应链系统利润分配的一种有效手段, 同时这种公平关切行为倾向会造成闭环供应链系统效率的损失。

关键词: 闭环供应链 公平关切 差别定价 stackelberg博弈

Abstract: In this paper, differential price strategies of the closed-loop supply chain for considering fairness concerns behavior are studied, and two different price models are constructed under two different situations in which the manufacturer considers retailer's behavior of fairness concerns or the manufacturer doesn't consider retailer's behavior of fairness concerns. Differential price models are analyzed by game theory. The results show that the retailer's fairness concerns behavior tendencies affect to some degree the differential price strategies as well as the profits of the retailer and manufacturer, and the end-of-life recycling quantity. The manufacturer makes more benefits when he considers the retailer's behavior of fairness concerns than he doesn't, and so on its will increase the amount of recycling waste products of the closed-loop supply chain system and in favor of resource recycling and reusing when the retailer is fairness concerns. The study shows that the behavior of fairness concerns is an effective measure for the retailer to obtain the channel distribution of gains, but the efficiency of the closed-loop supply chain decreases at the same time.

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