论文

电子行业再制造逆向物流模式选择决策分析

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The Decision-Making Analysis in Deciding Reverse Logistics System with Remanufacturing in Electronic Industry

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摘要 电子行业的生产商始终是其逆向物流模式选择的主体,本文定量分析了三种回收处理模式的决策模型及其最优决策的基本性质.研究表明:从收益决策出发,自建回收处理系统总可以获得最大收益并可以以最低价格参与竞争.然而,其回收努力系数却可能最小;回收产品可再制造比率越大越能激发回收处理的积极性,获得较大的回收努力系数.结论指出生产商应该结合环保和法规要求根据各模式最优决策的性质选择合适的逆向物流运作模式.

关键词： 逆向物流模式　再制造　决策　电子行业

Abstract： The producer is always a leader in choosing its own reverse logistics system in electronic industry.In this paper,three reverse logistics models and their attributes are analyzed and proved.The attributes show that in view of incomes the producer should always choose building its own reverse logistics system in which can be gained the maximum incomes and the minimum prices.However,the return rate in this system may be the least one.It is also shown that the more remanufacturing rate of returns,the more return rate can be got.Conclusion shows that the best reverse logistics system should be decided by considering of environment and the acts,as well as the attributes of different models.

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