

基于Shapley值法的动态联盟伙伴企业利益分配策略

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The Strategy of Profit Allocation among Partners in Dynamic Alliance Based on the Shapley Value

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摘要 动态联盟被认为是21世纪最有前途的企业组织模式,它增强了企业自身的竞争力,使企业能更好地应对市场的不确定性。然而作为一种崭新的组织形态,它仍有许多问题值得研究。利益分配就是其中之一。本文首先介绍了用于解决多人合作对策问题的Shapley值法,并将之应用于动态联盟伙伴企业的利益分配,然后分析了用Shapley值法进行动态联盟利益分配的成功与不足,最后针对其不足提出了一种基于风险因子的修正算法。

关键词: 动态联盟 Shapley值法 利益分配 修正算法

Abstract: The dynamic alliance is considered as the most promising organizational structure of the 21st century.It enhances competitive forces and makes enterprises respond to unpredictable changes of the market better.But as a new organizational form,it also has many problems to be studied.One of those is profit allocation.This paper introduces the Shapley Value algorithm and applies it to the profit allocation among cooperation partners in the dynamic alliance.Besides these,some good qualities and shortcomings are also analyzed in the paper.A modified method based on venture is presented to improve the algorithm in the end.

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