

企业满意与供应链企业特性

王力虎^{1,2}, 盛昭瀚¹, 陈国华¹

- 1. 南京大学管理科学与工程研究院 南京 210093;
- 2. 广西师范大学物理与信企工程学院 桂林 541004

Enterprise Satisfaction and Characteristics of Supply Chain

WANG Li-hu^{1,2}, SHENG Zhao-han¹, CHEN Guo-hua¹

- 1. Graduate School of Management Science & Engineering, Nanjing University, Nanjing 210093, China;
- 2. Physics Department, Guangxi Normal University, Guilin 541004, China

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摘要 目前,顾客满意的研究已引起学术界和企业界的极大关注,其研究业已涉入顾客满意的机理、演化趋势、对企业销售策略的影响以及顾客对企业的忠诚等领域,但是较少有人以企业消费为分析主体,去研究工业市场上的顾客满意及其相关问题。本文从企业间销售/消费职能的角度出发,提出了供应链的企业满意概念,研究了企业满意的行为特性,及其对供应链中期望传递的影响,得出了企业的管理水平 $m(n)$ 和企业满意的状态 $s(n)$ 对顾客期望 $d(n)$ 在供应链中的传递(敏捷性)存在密切相关性的结论。

关键词: 供应链;企业期望 企业满意 ES 敏捷性

Abstract: In recent years, customer satisfaction (CS) has attracted many researchers' interests, its study has come down to the field of the mechanism, evolutionary trend, influence on the marketing strategy and loyalty of the customer to enterprise, etc.. But few people study the CS in industrious markets and related problems from the viewpoint of the enterprise consumption. The paper, from the viewpoint of the relationship of sale and consumption between enterprises, brings forward the concept of Enterprise Satisfaction (ES) in the supply-chain and studies the behavior characteristics of ES and its influence on the transfer of expectations in the supply-chain. The conclusion is that the managerial level and the state of ES are closely related to the transfer of CE in the supply-chain.

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