

基于电子与契约市场的供应链协作的研究

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A Research on Supply Chain Coordination under e-Marketplace and Contract Market

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摘要 通过期权机制,建立了电子市场与传统契约市场共存下的供应链各决策主体的决策模型,供应商通过设定合理的契约参数,增强其产品在电子市场的竞争力,而在契约市场获得相应的收益,同时激励零售商的产品购买量为最优,以实现供应链的协调,并求得了均衡状况下供应链的最优价格、产能和购买决策,最后,对上述各决策模型的影响因素进行了敏感性分析,进一步验证了结论的有效性。

关键词: [电子市场](#) [期权契约](#) [供应链](#) [供应链协调](#)

Abstract: The supply chain members' decision models are built with the option contract between the contract market and e-marketplace firstly, after setting the pricing policy appropriately, the supplier can gain more advantage in the e-marketplace and profit from the contract market, which can also be an incentive to the retailer to order rationally and make the supply chain coordination realize the optimal pricing, capacity and order strategies in the equilibrium condition. In the end, according to different factors, the sensitivity of the decision models are simulated which confirms that option contracts can make the supply chain coordination be realized.

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