

## 供应链中的信息共享激励:动态模型

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## Information Sharing Incentive In Supply Chain-A Dynamic Model

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**摘要** 信息共享对促进整个供应链的绩效极为关键,但是供应链中的成员缺乏进行信息共享的激励。本文以一个两阶段的多任务委托-代理模型来研究供应链中的核心企业对其供应商进行供应活动和信息共享活动的最优激励问题,并用它来解释供应链中合作伙伴关系的持续改善过程。结果表明:供应商努力成本的边际替代率在信息共享以及正常供应活动的激励中起着关键性的作用。

**关键词:** [供应链管理](#) [信息共享](#) [多任务委托-代理](#)

**Abstract:** Information sharing is particularly important to improve the whole performance of the supply chain, but for the partners of the supply chain, there are not enough incentive to do it. In this paper, a two stage multi-task principal-agent model is presented to research the optimal incentive on supply activity and information sharing from the core company in the supply chain to it's partner, and this model is also used to explain the continued improving progress of the partnership in supply chain. The conclusion shows that the marginal substitution rate of the supplier's effort cost is critical in the incentive of the information sharing and the supply activity.

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