

双渠道下库存与定价策略的研究

金磊¹, 陈伯成¹, 肖勇波²

1. 清华大学深圳研究生院, 广东 深圳 518055;

2. 清华大学经济管理学院, 北京 100084

The Study on Inventory and Pricing Strategy between On-line and Physical Channels

JIN Lei¹, CHEN Bo-cheng¹, XIAO Yong-bo²

1. Graduate School of Shenzhen, Tsinghua University, Shenzhen 518055, China;

2. School of Economics and Managements, Tsinghua University, Beijing 100084, China

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摘要 为分析实体店零售商建立自己网络渠道存在的两个基本问题,本文探讨了为满足网络渠道需求网络渠道是自持有库存、还是共享实体店的库存问题,及如何解决网络渠道与实体渠道的销售冲突问题。在总结动态库存分配策略相关研究基础上,采用了动态定价策略的思路分析解决渠道冲突的问题;通过对双渠道是否共享库存的两种方案进行模拟对比,分析讨论了相关库存决策问题,并评价了共享库存所带来的共享效应的大小,以期使实体店零售商建立网络销售渠道取得更大的收益。研究表明,共享库存有比较显著的优势,库存共享效应能使需求波动更平滑、需求预测更精准;动态定价会带来更大的收益,在验证该结果时,对动态定价策略也进行了结构特征的分析。该思路可为相关研究提供借鉴。

关键词: [动态定价](#) [库存策略](#) [收益管理](#)

Abstract: Motivated by the two basic problems that physical retailers have to face when they plan to build the on-line channel, the inventory problems are explored. The two problems are whether the online channel uses its own stock or shares stock with the physical store to fulfill the demand from the online channel, and how to solve the channel conflicts between physical and online channels because the price of online usually is lower than physical store which may influence the demand of physical store. Also the dynamic pricing strategy is brought in to solve the channel conflicts based on previous research on dynamic stock admission policies. The relative inventory decisions are also studied by comparing the two scenarios that whether the stock is shared with physical channel or not. Furthermore the inventory pooling effect is evaluated, which is aimed at making the retailer gain the better results. The result shows that the policies of sharing the inventory with physical channel is better because of the inventory pooling effect. The dynamic pricing can make better results, and also the analysis of the structure characters of the dynamic pricing policies is carried out when the policies are tested.

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