

以旧换新补贴对具有不同等级产品闭环供应链的影响研究

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How does Government Replacement-Subsidy Influence the Closed-Loop Supply Chain with Different Grades of Products

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摘要 科学技术的迅猛发展使得政府对产品更新换代进行补贴的政策符合节能减排和发展循环经济的时代要求,而产品更新换代的变化将对其闭环供应链产生重大的影响。本文分析研究了以旧换新补贴对具有不同等级产品闭环供应链的影响,并得出了一系列的结论:(1)以旧换新补贴促使产品价格增加,并壮大了闭环供应链;(2)以旧换新补贴使以旧换新消费者受益的同时,损害了初始消费者的利益;(3)以旧换新补贴促使制造商的单位利润增加,并加强了低端制造商决策对高端制造商利益的影响。

关键词: 政府补贴 闭环供应链 以旧换新

Abstract: The rapid development of science and technology makes the government's subsidy policy meet the demand of energy saving and the development of circular economy, and the change of product upgrading will have a significant impact on its closed-loop supply chain. This paper focuses on how the replacement influence the closed-loop supply chain with different grades of products, and reaches a series of propositions: (1) The prices of the new products increase after the government subsidizes the replacement, and the government subsidy can promote the closed-loop supply chain to a bigger scale; (2) After the government provides subsidies, the primary consumers are sufferers, and the replacement consumers are beneficiaries; (3) "After the government subsidizes the replacement, the unit profits of the manufacturers have increased, and the impact of low-end manufactures's decision on the high-end manufacturer's profit is strengthened."

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