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## 基于新产消合一考虑链间竞争的供应链价值最大化研究

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## A Study on Supply Chain Value Maximization Considering the Competition between Supply Chains Based on New Prosumer

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**摘要** 在原有的单一供应链价值创造研究的基础上,通过考虑供应链间的竞争关系,完整研究了供应链价值最大化问题。首先基于新产消合一理念应用Cournot博弈构建了考虑两条供应链间竞争的供应链价值最大化模型,然后就供应链创造的整体价值及其与企业联盟对消费者利益的关注程度、消费者对企业联盟利益的关注程度之间的关系、企业联盟价值、消费者价值等问题进行了讨论,获得了一些有益的结论,最后通过数值分析对主要结论的有效性进行了验证。本文研究对于新产消合一理念下全面揭示供应链价值的提升更具有一般性意义。

**关键词:** [供应链价值](#) [链间竞争](#) [新产消合一](#) [企业联盟价值](#) [消费者剩余](#)

**Abstract:** The existed studies mainly focused on the single supply chain, not considering the competitive relation between supply chains. And the studies on supply chains competition mainly focused on these aspects like game, contract and performance, not considering the issue of supply chain value. So, in this paper, based on the previous study about the value creation of one supply chain, the issue of the supply chain value maximization considering the competition between supply chains is fully studied. Firstly the Cournot game base on new prosumer is used to construct the mathematical model of supply chain value maximization when thinking about the competition between supply chains. Under the framework of this model, the issues such as the whole value created by supply chain, the effects of the concern extent of the enterprise alliance to consumers and the repurchase rate of consumers on the supply chain value, the value of enterprise alliance, the value of consumers and so on are analyzed. Some important conclusions are obtained such as there exist many combination choices between the concern extent of the enterprise alliance to consumers and concern extent of consumers to the enterprise alliance to make the maximization value add on the two supply chains. And the validity of those conclusions is checked by the numerical analysis. The study of this paper has a more general sense to fully disclose the value promotion of supply chain based on the new prosumer.

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