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论文

基于返回策略的供应链网络竞争绩效研究

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Competition Performance of Return Policy in Supply Chain based on Computational Experiments

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- 摘要
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摘要 针对由多个供应商和多个零售商组成的结构可变的供应链网络,分别在零售商之间基于订货量以及价格两种竞争方式下,分析了供应商均不采用返回策略、部分采用返回策略以及均采用返回策略六种情景下供应链网络的竞争绩效。研究发现当零售商基于订货量竞争时,供应商采用协调策略对于其零售商客户及供应链均为占优策略,零售商更换供应商的成本将会影响供应商的收益以及采用协调策略的积极性;当零售商之间基于价格竞争时,返回策略在一定程度上仍能够激励零售商增加订货量,且对供应链渠道的利润绩效及其稳定性均具有一定的改善作用。

关键词： 供应链网络 竞争方式 返回策略 竞争绩效 计算实验

Abstract： The structure of the supply chain network consisted of multiple suppliers and multiple retailers can be changed. At first, the supply chain network competition performance is analyzed in six scenarios: all suppliers (coordinated scenario) or part of suppliers (hybrid scenario) or none of suppliers (uncoordinated scenario) adopted coordination policy with two competitive manners between retailers. There are competitions with order quantity and retail price. It is shown that when competing between retailers with order quantity, return policy is a dominant strategy for each retailer and supply chain that used. True cost of changing suppliers by retailers will affect the vendors' income and the enthusiasm of adopting the coordinated strategy. When retailer competing with retail price, return policy can stimulate the retailers to increase its order volume to some extent, and it is able to improve supply chain channels' performance and increase the earnings stability to some extent.

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