

企业竞争中的消耗战及其模型研究

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The War of Attrition and Its Model Research in Business Enterprise Competition

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摘要 企业竞争中消耗战无处不在。如何选择正确的消耗战策略,直接关系着企业的存亡。本文拟以博弈论的方法,建立企业竞争中的消耗战数学模型,分别对其离散时间模型及其均衡、离散时间模型过度到连续时间模型、完全信息模型及其均衡、不完全信息模型及其均衡进行系统分析,为企业的消耗战策略提供理论依据。

关键词: [企业竞争](#) [消耗战博弈](#) [均衡策略](#)

Abstract: The war of attrition in business enterprise competition was anyplace.How to choose the right attrition strategy is directly related to the business enterprise alive or dead.In this paper,the game method was applied.The attrition mathematics models were established.Long-lost time model and its balanced,long-lost time model being transferred to continuous times model,complete information model and its balanced,incompletely balanced and its balanced were analyzed by system analysis.

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