

「校際傑出學術論文授權暨發表會」

論文摘要表

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論文名稱	運用遊戲理論探討雙重通路最佳產品定價之研究
英文論文名稱	The optimal pricing policy of the dual-channel supply chain using under game theoretical perspectives
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學位類別	碩士
校院名稱	屏東商業技術學院
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語文別	中文
中文關鍵詞	遊戲理論、雙重通路、產品定價
外文關鍵詞	Game theory, Dual channel, pricing
中文摘要	最佳的供應鏈績效通常需要一系列精準的行動來達成，例如整合供應

商、製造商與零售商之間的物料管理、產品配送及資訊傳遞等。此模型的概念，是顧客的接受直接通路所產生影響，當顧客能接受直接通路的時候，在這供應鏈設計裡，傳統商店購物將成為替代。當顧客接受直接通路程度很強烈時將會為製造商開啟獨立的通路，直接通路將成為他們自己的零售管道。在傳統零售通路與網路直接通路的設定下，本研究計畫運用遊戲理論(Game theory)中的 Nash、Stackelberg、Cooperative 等策略來探討於此雙重通路下產品最佳零售價格、製造商批發價格、通路協調及零售競爭等因素所產生的影響。於計畫中我們將針對各個遊戲理論模型的利潤函數進行分析，並對其最佳化特性進行探討，以訂定出最佳的決策。在數值實驗裡，則將分析 Nash、Stackelberg、Cooperative 等決策，對雙重通路成員於定價買賣雙方及整體通路之利潤所產生的變化，期望可以提供給相關研究學者及企業做為決策參考依據。

英文摘要

Optimal supply chain performance requires the execution of a precise set of action, such as coordinating the operations of materials, products and

information flows among suppliers, manufactures, distributes, retailers and customers. The model conceptualizes the impact of customer acceptance of a direct channel, the degree to which customers accept a direct channel as a substitute for shopping at a tradition store, on supply-chain design. The customer acceptance of a direct channel can be strong enough that an independent manufacturer would open a direct channel to compete with its own retailer. Under the setting of the traditional retail channel and the online direct channel, this project evaluates the impact of price schemes and channel coordination on the dual-channel supply chain competition. From game theoretic perspectives, the Nash game model, supplier Stackelberg model, and cooperation game model have been formulated to offer structural and quantitative insight into the interplay between the proposed models, and this project also demonstrates the optimal properties of the models. Some numerical studies and sensitivity analyses are also conducted to investigate the improvement of profit increasing with respect to the decision variable and major parameters.