**学术报告**

**Online Manufacturer Referral to Heterogeneous Retailers**

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**报告摘要：**

Since the development of the Internet, thousands of manufacturers have been referring consumers visiting their websites to some or all of their retailers. Through a model with one manufacturer and two heterogeneous retailers, we investigate whether it is an equilibrium for the manufacturer to refer consumers exclusively to a retailer or nonexclusively to both retailers. Our analysis indicates that nonexclusive referral is the manufacturer’s equilibrium choice if the referral segment market size is sufficiently large; otherwise, exclusive referral is the equilibrium choice. In exclusive referral, the manufacturer would refer consumers to the more cost-efficient and smaller retailer. In the presence of infomediary referral, it is less likely for both exclusive and nonexclusive referrals to be an equilibrium, as the infomediary referral segment grows. We also show our qualitative results are robust even if there were price discrimination among consumers, referral position disparity, local consumers, and asymmetric referral market sizes.

**专家介绍：**

陈剑，1983年、1986年和1989年于清华大学分别获得学士、硕士和博士学位。现任清华大学经济管理学院联想讲席教授、教育部长江特聘教授、管理科学与工程系主任、教育部人文社会科学重点研究基地――清华大学现代管理研究中心主任，并被选为IEEE Fellow。主要研究兴趣包括：供应链管理、电子商务、服务运营、商务智能、决策分析、企业信息化等。作为负责人开展了三十多项研究课题，在国内外学术刊物上发表论文一百多篇。应邀在多个国际会议上做大会报告(Keynote/Plenary Speech)，并应邀在美国宾西法尼亚大学、英国剑桥大学、加拿大滑铁卢大学、日本早稻田大学等十多国外大学作学术报告。主要的学术兼职有：中国优选法统筹法与经济数学研究会副理事长；中国系统工程学会副理事长；美国Production and Operations Management Society副理事长（2010-2012）；中国信息协会常务理事；IEEE系统、人与控制论学会服务系统与组织专业委员会主任等；多个国际学术刊物的编委。担任十多个重要国际学术会议（包括：INFORMS/MSOM’2007, 2012 INFORMS International Conference）的主席或联合主席。