

## Research on Coordination Strategies for Coordinating Supply Chain Based on Auction Mechanisms

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**Abstract :** The combination of auctions and supply chains is of great significance in improving the supply chain management system and enhancing the efficiency of economic and social operations. To address the gap in research on supply chain strategies under the auction mechanism, a model is developed for the 1-N auction model in a complete information environment, and it is concluded that the two-part contract auction model for retailers in this model can achieve supply chain coordination. The model is validated by substituting the model into the scenario of a fresh-cut flower industry flower auction in exchange for arithmetic examples to further prove the validity of the conclusions.

**Keywords :** auction mechanism, supply chain coordination strategy, fresh cut flowers industry, supply chain management

**Conference Title :** ICMSS 2022 : International Conference on Management and Service Science

**Conference Location :** Prague, Czechia

**Conference Dates :** September 08-09, 2022