RESEARCH OF FACTORS AFFECTING THE AGRO PRODUCTS LOGISTICS BASED ON THE AHP-GREY CORRELATION ANALYSIS

基于 AHP-灰关联分析法的农产品物流发展对策研究

Ph.D. Stud. Xu J., Prof. Ph.D. Yao G.
School of Business Administration, Jiangsu University / China
Tel: 0510-88190001, Email: gxjyao@ujs.edu.cn

Abstract: The long-standing problem of agricultural product logistics process heavy loss and high cost has seriously constrained the development of rural economy and the improvement of the living standard of farmers. In order to identify the main factors which influence the development of agricultural products logistics, six aspects, i.e. the rural logistics support level, the level of economic development, social attention, logistics supply and demand level, the level of modernization and logistics technical levels with 20 factors were selected to establish evaluation index system. The combination of analytic hierarchy process and Grey correlation analysis method is applied to calculate the indicators at all levels. And the results were analyzed meticulously with a view to China's modern agricultural product logistics development planning and provide scientific basis.

Keywords: agro products logistics, index system, AHP, Grey correlation analysis.

摘要: 为了找出影响农产品物流发展的主要因素，采取了农产品物流支撑水平、经济发展水平、社会关注度、物流供需水平、现代化水平和物流技术水平等几个方面建立评价指标体系，运用层次分析与灰关联分析相结合的方法，计算出了各项指标的最终权重，计算结果表明我国的物流技术水准、基础设施建设、社会对农产品物流的关注度、农村机械化水平以及互联网的普及程度等仍然偏低，并针对这些问题提出了相应的对策与建议。

关键词: 农产品物流, 指标体系, 层次分析法, 灰关联分析法