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INFORMATION DECISION MAKING AND COORDINATION BETWEEN BUSINESS LEADERS AND FOLLOWERS BASED ON LOW-CARBON BEHAVIOR

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Abstract

Based on the consideration of low-carbon policies, the article constructs a low-carbon behavior model of investment cooperation consisting of leaders and followers. The article analyzes the game models under full cooperation, full non-cooperation and low-carbon behavior cost-sharing, and the results show that: the low-carbon behavior cost-sharing coefficient affects the level of low-carbon behavior in the three games; the benefits under the full non-cooperation cooperation and cost-sharing model are affected by the low-carbon behavior cost-sharing coefficient; the coordination of investments cannot be achieved under the full non-cooperation and low-carbon behavior cost-sharing decisions; the cost-sharing of low-carbon behavior. The market price in the model is optimized for the Nash negotiation game to achieve the overall investment optimum and the Pareto optimum for both parties; the article concludes with a numerical simulation analysis of the sensitivity of the parameters.

Key words: decision making, followers, leaders, low-carbon

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