el mejor Nivel de Servicio y el Costo Logístico Total más bajo, pero que les permita ganar una porción de mercado adecuada. El Modelo de Demanda trae un cambio de foco en el objetivo del juego, siendo más representativo de la realidad.

7   Referencias:

1. Lambert, D.M., Cooper, M.C., and Pagh, J.D.: Supply Chain Management: Implementation Issues and Research Opportunities. Int. J. Logistics Manage. 9, 1-20 (1998)
2. Sterman, J. D.: Teaching Takes Off: Flight Simulators for Management Education. OR/MS Today, 40-44 (1992)
3. Leger, P.M.: Using a simulation game approach to teach ERP concepts. HEC Montre´al, Groupe de recherche en syste´mesd'information, Montre´al. (2006)
4. Petranek, C.: Amaturation in experiential learning: Principles of simulation and gaming. SimulatGaming.Int J 25, 513_522. (1994)
5. Crown, S.W.: Improving visualization skills of engineering graphics students using simple JavaScript web based games. J EngEduc 90, 347_355.(2001)
6. Torres, M. and Macedo, J.: Learning sustainable development with a new simulation game. Simulat Gaming 31, 119_126.(2000)
7. Deshpande, A. and Huang, S.: Simulation games in engineering education: A state-of-the-art review. *Comp. Appl. Eng. Educ.* (en prensa). (2009)
8. Riis, J.O., Johansen, J. and Mikkelsen, H.: Simulation Games and Learning in Production Management. Chapman & Hall, London, UK., 1-12. (1995)
9. Ravid, G., Rafaeli, S.: Multi Player, Internet and Java-Based simulation Games: Learning and research in implementing a computerized version of the "Beer-distribution supply chain game". (2000)
10. Zhang, D.: A network economic model for supply chain versus supply chain competition. The International Journal of Management Science. 34, 283-295. (2006)
11. Gold, S. and Pray, T.: Modeling Demand in Computerized business simulations. in: Guide to business gaming and experiential learning. J. Gentry, ABSEL, 117-138. (1990)
12. Sterman, J.: Modeling managerial behavior: misperceptions of feedback in a dynamic decision making experiment. Management Science, 35, 321–339. (1989)
13. Kimbrough, S.O. , Wu, D.J., Zhong, F.: Computers play the beer game: can artificial agents manage supply chains?. Decision Support Systems, 33, 323– 333. (2002)
14. Thorsteinsson, U.: The LOGI-Game: a dynamic modular logistic game. in: J. O. Riis, Simulation Games and Learning in Production Management. Chapman & Hall, London, UK, 176-183. (1995).
15. Technical University of Denmark, http://www.moltho.dk
16. Chang Y. C, Chen W. C.: A flexible web-based simulation game for production and logistics management courses. SIMPRA 17, 1241–1253. (2009)
17. Feng and Ma: Learning Supply Chain Management with Fun: An Online Simulation Game Approach. California Journal of Op. Management Vol. 6, No. 1, pp 41-48. (2008)
18. Arunachalam R. and Sadeh N.M.: The Supply Chain Trading Agent Competition. Electronic Commerce Research and Applications 4, 66–84. (2005)
19. Tsay, A., Agrawal, N.: Channel dynamics under price and service competition. Manufacturing and Service Operations Management. Vol. 2, No 4, 372-391. (2000)