

研發國際化對組織創造力影響:總部技術接收與子公司技術領導力的調和角色

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摘要

在全球化競爭態式下，企業所面臨的競爭及挑戰都比過去更為備受考驗。企業面對市場需求快速變化、產品生命週期縮短與資訊整合。經濟活動目的在解決供需問題，促成產業蓬勃發展，並且發展出許多生產管理理論。這些生產行為倘若沒有資訊系統，將只能淪為空談。為了提升爭力，莫不致力於企業資源規畫系統的導入，雖然國內業者對於ERP能提升企業面對日益複雜的競爭環境之能力均有所體認，但對於如何能成功導入ERP的途徑卻仍在摸索。企業為了讓ERP系統能順利上線，考量組織間之運作，發揮預定之達到改善整體生產力、提升企業競爭力的目標。因此企業資源規畫系統的導入成效，遂成為企業所關切的議題。本研究依主管、資訊人員、使用人員分別針對導入ERP系統前之兩項主構面與導入ERP系統後之兩項主構面進行問卷調查，藉此將分析結果並歸納影響ERP系統導入前與導入後之成功關鍵因素，並加以瞭解與掌握，以期能在有限資源下能快速有效地整合企業內部資源並順利執行ERP系統以達到導入成效。

關鍵詞：ERP系統、成功關鍵因素、個案研究

目錄

中文摘要	i
ABSTRACT	ii
誌謝	iv
目錄	v
表目錄	vii
圖目錄	x
第一章 緒論	1
1.1 研究動機與背景	1
1.2 研究目的與方法	2
1.3 研究範圍與限制	2
1.4 論文流程	3
第二章 文獻探討	5
2.1 企業資源規劃系統 (ERP)定義與源起	5
2.2 企業導入ERP系統的型態	6
2.3 ERP系統的評估重點	6
2.4 ERP系統的導入步驟	7
2.5 企業導入ERP系統的成效	8
2.6 ERP系統導入關鍵成功因素	10
第三章 研究方法	12
3.1 個案公司介紹	12
3.2 資訊系統評估	14
3.2.1 資訊系統成功模型	14
3.2.2 資訊系統成功模型之各構面彙整	16
3.4 研究變數定義與衡量	23
3.5 個案公司ERP系統導入流程	32
3.5.1 戴明循環 PDCA	32
3.5.2 個案公司導入流程	32
3.6 問卷內容設計與衡量	35
第四章 資料分析與結果	47
4.1. 發放對象	47
4.2 問卷回收	47
4.3 樣本特性描述與分析 (主管)	47
4.3.1 個案A公司之主管樣本基本資料描述	47
4.4 樣本特性描述與分析 (資訊人員)	50
4.4.1 個案A公司之資訊人員樣本基本資料描述	50
4.5 樣本特性描述與分析 (使用人員)	53
4.5.1 個案A公司之使用人員樣本基本資料描述	53
4.6 ERP系統量表變數之描述統計	56
4.6.1 部門主管	56
4.6.2 資訊人員	60
4.6.3 使用人員	64
4.7 信度(reliability)檢定	68
4.7.1 主管	69
4.7.2 資訊人員	69
4.7.3 使用人員	69
4.8 因素分析 (Factor Analysis)	70
4.8.1 部門主管	71
4.8.3 使用人員	72
4.9 因素分析結果	72
4.9.1 主管	72
4.9.2 資訊人員	76
4.9.3 使用人員	80
4.10 各群組背景對各研究變數之交叉分析	84
4.10.1 交叉分析_主管	84
4.10.3 交叉分析_使用人員	101
第五章 結論與建議	112
5.1 結論	112
5.1.1 主管	112
5.1.2 資訊人員	113
5.1.3 使用人員	114
5.2 後續研究建議	115
參考文獻	116
附錄一 問卷內容 (主管)	119
附錄二 問卷內容 (資訊人員)	119
附錄三 問卷內容 (使用人員)	119
附錄四 問卷內容 (個人背景資料)	119

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