

A Study on the Impact Factors of VAN Development in Taiwan--The Cases of National Commercial EDI VAN and National Commer

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ABSTRACT

Due to the coming age of national wide telecommunication construction and the NII(National Information Infrastructure). The development of Value Added Network (VAN) has become the main trend for the information Industry in Taiwan. More and more information companies have joined and being operated in this new field. While at the beginning stage and there will be someone who wants to utilize the value added service. It's worthy to investigate what kinds of factors and impacts will significantly affect on the application of VAN services besides Information technology itself. In the proposed model, the impact factors are constructed by considering five aspects including government policy, operating management, Applying environment, related technology and market requirement. By analyzing the VAN experts'' opinions to the proposed model, these survey aims: 1. To define and test the impact factors of VAN development in Taiwan. 2. Compare the VAN impacts to the Electronic Commerce through two cases. The result shows that 4 factors in government policy aspect, 5 factors in operating management aspect, 11 factors in applying environment aspect, 6 factors in related technology and 4 factors in market requirement have significant impacts to the development of VAN. The proposed model is able to provide more precise suggestions to the government, the VAN owners, and the VAN users.

Keywords : VAN ; Value Added Network ; Impact factor ; Electronic Commerce ; EDI VAN ; EOS VAN。

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