

MANAGEMENT PERFORMANCE EVALUATION SYSTEM OF STRATEGIC ALLIANCE

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ABSTRACT

In the influences of market globalization and technology fast changing, the enterprise will be edged out if it reply only on it's own resource .The strategic alliance is a good way that enterprise can get more resources and improves it's ability. Most enterprises in Taiwan are medium/miniature-sized enterprises. When Taiwan join in the WTO in the near further, the enterprise in Taiwan will face a large of tough competitor from all over the world. Therefore, all of enterprises hope to collaborate with other enterprises to improve their business ability. That is, strategic alliance is an important strategy for Taiwan enterprises to become international enterprises. By the impaction of difference culture among the enterprises or alliance member's trust, strategic alliance always cannot achieve their expectant goals. That mean, it needs a performance evaluation method to identify the problems and improve the performance. Furthermore factors for performance evaluation of strategic alliance are often subjective and qualitative, but traditional numerical evaluation methods have some troublesome in this subjective and qualitative evaluation. Thus a method use of fuzzy sets to evaluate management performance of strategic alliance is proposed. This method is adaptive and simple in terms of evaluation and computation. It allows the evaluators to evaluate the performance directly using linguistic terms, and can add or change evaluation criterion, as they want.

Keywords : Strategic Alliance、 Performance Evaluation、 Fuzzy Sets Theory

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