

The Research of across the Taiwan Strait Two Nations Airlines Transport Business Efficiency-the Application of Data ...

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ABSTRACT

The Republic of China (Taiwan) government announced the “ open sky ” policy in 1987; since then, the figure of the airline company has increased dramatically. Because of the serious market competition, some local airlines cannot operate well and choose to merge or acquisition in order to maintain current operation in succession. After Mainland China's economic development, market demand enhance hugely. In order for Chinese to promote the competitiveness of their airlines, Chinese airline transport business relies mainly on three major groups and merges other relevant small companies simultaneously. How to improve the business efficiency and cooperate with economic development has become the primary subject needs to be faced among all airlines across the Taiwan Strait. This research aims at analyzing the business efficiency between across strait two nations by using the Data Envelopment Analysis (DEA). Based on managing amount of top 12 airlines across strait in 2004 were served as analytical targets. Utilizing Intermediation Approach method as a foundation, the total property and business expense as the analytical parameter which obtaining with input variables of business income. To analyze efficiencies of total technique, neat technique and scaling technique of above airlines, which accompanied with scaling benefit to analyze scaling phenomena of increase and decrease, and then cooperate with sensitivity analytic method, finally carries on the differential variable analysis. The results of this research are depicted as follows: For the top 12 airlines companies, the technical efficiency are shown mostly low to none; however, those who had low technical efficiency are merely the low property resultant. Furthermore, the scale return rate for local airlines companies operate homeland and its near islands route is decrease progressively; nevertheless, the mainland airline is increase gradually.

Keywords : Data Envelopment Analysis, Business Efficiency, Sensitivity Analytic Method

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