

# 企業環境、經營策略、資訊系統策略、資訊導向與企業績效關係之研究

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## 摘要

隨著科技的創新應用，企業經營環境變得複雜、快速且高度競爭。在競爭激烈經營環境中，有效應用資訊科技是企業生存發展必要條件。因此許多學者投入有關如何有效導入資訊系統來提昇企業經營績效的研究，但大部份的研究只著重資訊科技對內部經營策略的支持度，卻忽略了「人」才是有效應用資訊技術的重心。而資訊導向主要在探討「人」對資訊科技的應用、管理措施與資訊行為與價值等。有鑑於此，本研究參考Cao & Schniederjans (2004)所提出的電子商務經營策略模型以及Chan et al.(1997)所提出的企業績效模型架構為基礎，再結合資訊導向因素(Marchand et al., 2000)，架構一個整合型資訊系統導入應用分析模型，並以台灣的製造業為例，探討企業環境、經營策略、資訊系統策略、資訊導向間之相互關係，及其最終對企業績效之影響。研究結果顯示：1.企業所處內外環境將影響企業之策略擬定。2.企業所擬定之策略將影響資訊系統策略及其功能。3.資訊系統策略將影響資訊導向能力。4.資訊系統除了支援企業策略外還必須透過資訊導向能力評估才能確實提升企業績效。由研究結果可知：企業在資訊系統應用上，應強調資訊導向能力的達成，整合資訊系統策略，才能真正有效提升企業績效。期望本研究結果能提供企業作為導入資訊系統應用之參考。

關鍵詞：企業環境；經營策略；資訊系統策略導向；資訊導向；企業績效

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