

資訊應用促進產品協同設計及其產品設計績效

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摘要

在微利和供過於求時代的經營環境中，以ODM或OEM生產模式的廠商即被要求開發速度快、品質好與好售價。新產品在開發上，能利用資訊科技於協同設計上來提高設計績效。本研究以資訊科技應用於產品協同設計的觀點，研究其產品設計績效，以任務/科技配適度模式做為衡量模式，研究其產品協同設計(任務)、資訊系統(科技)、任務/科技配適度與產品開發主管的權力，並研究其產品協同設計資訊系統實際使用後的產品設計績效，以產品開發部門主管或相關人員為對象回收了205份有效問卷，再以結構方程模式進行分析方法。研究結果顯示，產品協同設計(任務)、資訊系統(科技)、與產品開發主管的權力為影響產品設計績效的根本因子，產品開發人員必須具有良好的產品協同設計資訊系統使用能力，產品開發部門人員必須使用產品協同設計資訊系統，產品開發主管的權力比重必須提高。因此，企業在資訊科技選用投資上，必須充分評估工作任務與科技的配適度，進而使產品設計績效提高。

關鍵詞：協同設計；任務/科技配適度模式；產品開發主管的權力；產品設計績效

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