

臺越製造業台商跨功能協調與供應商關係之強度對市場回應及企業績效影響之研究

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摘要

本研究主要探討台越製造業台商跨功能協調與供應商關係之強度對市場回應及企業績效之間的關係，藉由文獻的引用以及邏輯上的推理，將近一步的探討這四者之間的關係。本研究透過郵寄問卷，填答對象多數為製造業的高階主管，為增加回收率，台灣部分總共發放900份，實際回收241份，回收率約為26.8%；越南部分總共發放800份，實際回收150份，回收率約為18.6%。研究結果顯示跨功能協調對市場回應具有顯著且正向影響、市場回應對企業績效、跨功能協調對供應商關係強度、供應商關係強度對市場回應、供應商關係強度對企業績效皆具有顯著關係及正向影響。

關鍵詞：跨功能協調；市場回應；企業績效；供應商關係強度

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