

A Framework for Investigation of the effects of IT Application and Service Innovation on the Firm Performance of Logistics Service Providers

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Abstract

The emerging of electronic economy is bringing with it new forms of business operations that demand more information technology (IT) enabled intermediation and unprecedented customer needs and time-to-market requirements by customers that entail specific intentions from the firm in the service sector. The firms that will survive in such a demanding environment, as the evidences provided in the literature, will need to innovate and invent new ways of creating value, and will require different enterprise architectures and different IT infrastructures. Furthermore, IT is advancing to an enabling force for enterprises in pursuing competitive advantage and a key affecting factor for logistics service providers (LSPs) in improving logistics performance. Moreover, innovation in services is more likely to be made possible when customers' needs have been fulfilled, according to the recent research results in the literature. Therefore, this study proposed a conceptual framework that constituted by "market-oriented IT applications," "innovation in services," and "firm performance" to investigate the effect of IT applications and service innovation on the firm performance of LSPs. Finally, some recommendations for further empirical exploration are discussed and recommendations for future research are also provided.

Keyword : Information Technology, Service Innovation, Firm Performance, Market Orientation