

製造業導入行動商務關鍵成功因素之個案研究-以半導體產業A公司為例

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摘要

The new electronic age brought by the prevalence of internet, the popularity and prosperity of wireless network is particularly noteworthy, for it speeds up the development of m-commerce and soon became a leader of this new mobile tide.

Plenty of researches have focused on the progress of mobile technology and skills, but few concerns were engaged in its practical solutions to enterprising management. Perhaps it is because m-commerce system is still in its initial stage, very few successful case in domestic enterprises is ever referred, not to say that of manufacturing industry installation. To enrich our understanding of this topic, this paper will discuss issues around m-commerce installation through the case study of semiconductor industry.

The study adopts case study with the detailed discussion of the problems and solutions found in the process of installation, this paper hopes to provide useful reference for the whole industry. Finally, this research will also re-examine the “seven key factors for the success of m-commerce” presented by Chia-ying Huang (2003), through which to compose new ones that are best for the manufacturing industries.

關鍵字：wireless network、m-commerce、key factors of success