

# 運用網路層級分析法評估進出口型運籌體系競爭策略-以桃園航空站為例

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## 摘要

The purpose of this research utilizes questionnaires and surveys methods to consider the difference modes of logistics function and the perspective of national resources, estimate the suitable (competitive) strategies of international logistics system developed by the airport. Because of the different national resource input will affect the various performance outputs of logistics conditions for the airports, furthermore, affect invest willing. And the various performance indices outputs of logistics conditions for the airports, to national resource main factor it express to have the different degree to present also to affect the national competition ability. Thus, the traditional one-way of Analytic Hierarchy Process (AHP) method can't utilize to estimate the competitive strategies. In this paper, using the Analytical Network Process (ANP) method to establish interact hierarchy model, proceeding competitive strategies evaluation im/ex-port mode of international logistics system developed by the Taiwan Taoyuan Airport. Finally, the managerial implication and further research was proposed based on the research results.

**關鍵字：**national resources, international logistics system, Analytical Network Process (ANP) method, competitive strategies