

台灣半導體通路商經營績效評估：以平衡計分卡為基礎的資料包絡分析法之應用

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摘要

In Taiwan, electronic industries played an important role and developed an abundant base. However, when facing the rapidly change of environment and global competitors, it is more crucial for Taiwan's semiconductor distributor to increase their operating efficiency in order to survive.

The data of this study is based on 17 Taiwan's semiconductor distributors in 2007. We used the data envelopment analysis method (DEA) as a main instrument. In addition to measure the operating efficiency of each firm, we also employed the Balanced Scorecard (BSC) on the choice of indices. Finally, the aim of the study is to further evaluate the operating efficiency of Taiwan's semiconductor distributors. As a result, we concluded that they should invest more in the aspect of customer.

關鍵字：semiconductor distributors, operating efficiency, data envelopment analysis, Balanced Scorecard