

國立高雄第一科技大學

運籌管理系

碩士論文

應用模糊多準則決策於我國大專院校
物流管理教育成效評估指標建構之
研究

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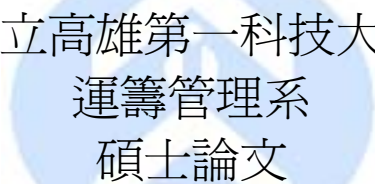
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中華民國 九十五 年 六 月

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**Construction of Evaluation Indices for the Performance of Logistics
Management Educations in Taiwan's Colleges and Universities – A
Fuzzy Multi-Criteria Decision Approach**

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A Thesis Submitted to
Department of Logistics Management
National Kaohsiung First University of Science and Technology
In Partial Fulfillment of the Requirements
For the Degree of Master
In
Business Administration with Major in Logistics

June 2006
Yenchao, Kaohsiung, Taiwan, Republic of China

中華民國九十五年六月

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摘要

鑑於近年來全球化之趨勢，使得政府和企業面臨經濟環境所產生的轉變，而市場的激烈競爭也促使了產業各自尋求降低成本之道，來因應全球的競爭環境；為了因應競爭態勢與消費需求之發展，全球品牌大廠的經營策略紛紛從供應鏈管理擴展至全球運籌管理（global logistics management）。企業於海外據點建構生產線、配銷體系與全球資訊情報系統，以便靈活運用當地資源，並進行地區性整合與調度之經營方式已成為必然趨勢。如何跨越國界之障礙，並有效的整合物流活動，滿足顧客對服務之要求，使得整個產銷流程能有效因應市場的需求變動，便成為業界所重視的課題。在快速變化的環境下，企業如何取得競爭優勢，構建良好的經營環境，發展全球運籌模式，實有賴專業物流經營管理人才之領導，基於此，物流管理教育成效對企業發展具有重大的影響。

物流在企業整個供應鏈的運作過程是不可或缺的一環，也是建立全球運籌的必要條件。在這個前提趨勢下，企業可專注於核心能力的發展，提升競爭優勢，因此，物流，尤其是專業物流提供者更是擎起全球運籌的旗手。有鑑於此，國內學校的物流教育方向是否能有效配合，培養出現代物流經營管理人才，實是在突破物流發展上的重要關鍵。因此，尋找能有效評量我國大專物流管理教育成效評估指標，進而建構一系統化之評估模式，了解現今我國大專院校物流管理教育成效是否能與當前業界期盼相符，實為一項重要的課題。

本研究擬參酌相關評鑑指標文獻，對物流產、學界作問卷調查，找出當前物流發展關鍵之所在，以建構物流管理教育成效評估指標，及以1965年Zadeh所提出的模糊理論，建立物流管理教育成效評估模式，作為提供未來物流教育發展與成效評估之參考依據。

關鍵詞：效能評鑑、模糊多準則決策、模糊集合理論

Construction of Evaluation Indices for the Performance of Logistics Management Education in Taiwan's Colleges and Universities – A Fuzzy Multi-Criteria Decision Approach

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ABSTRACT

In recent years, due to the trends of globalization, our government and enterprises are confronted with the transformation in economic environment. Because of the fierce competition of markets, the industries also seek respectively the method of reducing cost to come in accordance to the global competition environment. In order to go with the development of situation and the consuming demand, the plants organization with global brande have expanded their management strategies from supply chain management to global logistics management. Many firms have set up production and marketing facilities overseas, employed global information gathering network to efficiently utilize local resources, integrate and allocate resources regionally. The enterprises put emphasis on how barriers of the national boundary can be surmounted, logistics activities be integrated effectively, meet customer demands, and enable the entire production/marketing process to adapt to changing market demand effectively. In the rapid changing environment, how enterprises acquire competitive advantages, construct good management environment and develop global logistics patterns, depend on professional logistics management leaders. For this reason, the performance of logistics management educations has significant influence in the development of enterprises.

Logistics is an essential function of business processes. Enterprises may concentrate in the development of core competence and promote competitive advantage. Therefore, quality logistics management professionals are vital to the success of global logistics. In light of this, it is important to examine current college logistics management programs, where most logistics professionals are trained. So, we definitely

need to find an effective way of evaluating logistics management education in our universities/colleges. Moreover, we need to develop a systematic measurement model to get a whole picture of logistics management education, and see if it matches the industry's needs.

In this research, we surveyed past researches related to the evaluation of college education, and develop questionnaires for both academia and industries. Furthermore, we built a measurement model to identify the key successful factors of college logistics management education. The model may be used as a framework for future research in the evaluation of logistics management education.

Keywords: Effect evaluation; Fuzzy multiple criteria decision making;
Fuzzy set theory

