

知識管理對企業決策之影響

The Effect of KM TO decision Making of Enterprises

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摘要

隨著科技的快速變革，以及金錢、資訊的流通全球化，世界各地大部份的社會經濟從過去製造業進展到服務業，更進一步蛻變成產業區隔模糊的型態。這種蛻變創造無數新商機，也使得以知識為基礎的經營模式興起，強迫舊型態企業必須轉型去接受並成為「以知識為基礎的企業」和「學習型企業」，而為了因應這種必然的趨勢，進行知識管理便成為目前企業經營不容忽視的首要工作。在本文中，我首先釐清知識及知識管理的定義與範疇，嘗試擬定知識管理的實作計畫，分析對企業決策制定的影響，最後並觀察台灣目前的實例以為驗證。

關鍵詞：製造業、服務業、產業區隔、知識、知識管理、決策制定

Abstract

With the rapid transformation of science and technology, and the globalized circulation of money and information, most social economy in the world has stepped forward into service enterprise from manufacturing industry, and even more, is metamorphosing into the vague type of enterprise segmentation. This metamorphosis creates countless commerce chances. It also flourishes the operation mode based on knowledge and enforces the old type enterprise to adjust, to accept and to become "enterprise based on knowledge" and "learning enterprise." Therefore, to go with this unavoidable tide, practicing the knowledge management (KM) becomes the most important task which enterprise management cannot ignore. In the following content, I first distinguished the definition and territory of knowledge and KM. Then I tried to draw up a practice plan of KM. Next, I analyzed how KM effected enterprise decision making and at last, observed the instances in Taiwan for verification.

Keywords: Manufacturing industry , Service enterprise , Enterprise segmentation , Knowledge ,

Knowledge management , Decision making