

An Empirical Study of Global Logistics Management for Taiwan's Computer Industries

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ABSTRACT

This study explores how Taiwan's computer industry depends on outsourcing to implement global logistic management and achieve its goals. It presents findings based on a mail survey used to gather data concerning the two principal roles involved in the process of outsourcing--those of outsourcing user and outsourcing provider. The survey results indicate the following conclusions: (1) The proportion of respondents utilizing some form of outsourcing is rather high. (2) Most respondents establish outsourcing relationships through contractual arrangements. (3) Manufacturing and transportation are the two outsourcing activities most frequently utilized by the outsourcing users. (4) Manufacturing and inventory management are the two outsourcing activities most frequently performed by the outsourcing provider. (5) Service or product quality is the most important criterion for selection of outsourcing partners.

Key Words: global logistic management, outsourcing

全球運籌管理委外作業之研究 - 以台灣電腦產業為例

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摘要

台灣個人電腦與周邊零組件廠商，早期從事委託代工製造與設計，一直到近來的委託運籌，企業專注的焦點原本是大量生產，現在企業的焦點則是放在全球運籌管理的能耐。自單純地追求降低成本，到彈性、速度、品質與成本全面性的追蹤，對廠商而言是前所未有的挑戰。全球運籌模式中企業倚賴委外作業以達成目標，將生產推進市場，存貨風險移轉給上游廠商，產品多樣多量與多點配銷等，所以企業如何善加利用委外作業攸關競爭力。

本研究針對委外作業的兩種角色—委外作業使用者與提供者，將問卷訪談所回收的資訊進