

城市競爭力評量指標之研究：新竹市政府個案探討

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摘要

The Study of Competitive Appraisal Indicators for Municipal Governments:

HsinChu City Case Study

According to the annual surveys by the Common Wealth Magazine, the economic competitive power, educational power, and administrative power of Hsinchu municipal government are excellent, but the environmental and social welfare have to be improved. The local government must construct the “city competitive performance indicators for municipal governments” to examine their performance in order to upgrade their competitive power. As the core element of TQM, performance appraisal has to collect and analyze the service outputs. The main critic to governments is their focusing only on “inputs” but ignoring “outputs”. Since the goal of governmental reengineering is to construct the new governments with the entrepreneurial spirit, administrative outputs rather than inputs must be assessed as the appraisal model for governmental performance. Local governments must adopt “performance competitive assessment” as an incentive to executive administrative reform.

關鍵字：City Competitive Power,. Appraisal Indicator, Hsinchu Municipal Government