

導入需求管理機制提升營運績效之模式建構-以國際航空業為例

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### 摘要

This paper applied the Two-Stage (DEA) to compare the overall performance of each route, adjust the optimal outputs and allocated resource for aviation industry to enhance their efficiency and effectiveness. Moreover, this paper orients the autoregressive integrated-moving average model (SARIMA) to forecast the future demand of customers in order to grasp the future customers. The elements of the model, not only utilizes the records of travel times as an evaluation element but also utilizes the season, special festival and passenger satisfaction into considerations which less literature concerned. For attracting customers, this paper utilizes different seasons, special festivals and passenger satisfactions into considerations will enhance to create different activity for customers for aviation industry. Therefore, the aviation industry should focus on the service quality, customers' satisfaction and changes in demand, also at an appropriate time re-allocate their resource in order to raise overall managing performance.

Keyword: Performance of trading, Efficiency, Effectiveness

關鍵字：Performance of trading, Efficiency, Effectiveness, Demand management