

影響台灣LED上游產業營運績效之關鍵成功因素探討

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摘要

This study focuses on the upstream of Taiwan LED industry. Through literature review, LED industry experts seminar and expert questionnaire, we developed 21 indicators to measure operating performance, which belonged into four dimensions such as “Market and Finance”, “Product Management”, “Technology Upgrade, Research and Development” and “Green Energy and Carbon Reduction”. Questionnaire are conducted by experts using fuzzy AHP (Fuzzy Analytic Hierarchy Process, FAHP) to assess the importance of indicators to measure the relative importance by weighting and sorting. Then, we summarized the key factors in order to provide the operating performance and develop business strategy for upstream LED industry in Taiwan. From the results of this paper, we found out four key success factors affecting the operations of the upstream industry. They are the luminous efficiency, heat capacity, market penetration, market share, and manufacturing costs.

關鍵字：operating performance, key success factors, LED industry, fuzzy AHP