

Green Supply Chain Management Analysis-Case Study of An Electronic
Manufacturer(綠色供應鏈管理實務分析-以某電子廠商為例)

鄧肖琳, 李孟翰

工業工程與系統管理學系

管理學院

hteng@chu.edu.tw

摘要

All nations are dedicated to meet the environmentally friendly standard in its national or regional environmental policy in recent years. The most effective policy drawn up by EU is RoHs and WEEE indicators. Therefore, sound implementation of green supply chain management turns to be the priority management strategy for enterprises. Moreover, impact of sufficient resources relocation in plus with enhanced management priority in green supply chain management should not be ignored in policy decision in order to be competitive in market. Green supply chain management provide advanced management drills. Hence, this study is focus on undertaken IPA and SIPA in green supply chain management. The relation between performance of influencing factor and green supply chain will be viewed as linear on the purpose of conducting regression analysis to obtain the hidden significance level of each influencing factors. A case study of an electronic manufacturer will be regarded to its green supply chain management condition and then put forward the performance of each green supply chain management in addition to management matrix of its hidden significance level. The result show that enterprises should have continuous improvement in the following six perspectives, as “improvement of internal manufacturing and stuff”, “leadership”, “green product”, “information portal”, “3R” and international certificate”. As a matter of fact, “green product” in general is disregarded as an opportunity in consider as competitive performance in between market competitors according to SIPA future suggestion. In term of “improvement of internal manufacturing and stuff”, it has limited boundary to make significance changes in market competition.

關鍵字：green supply chain management; IPA; SIPA