

# 商品展參賽學生能力評估分析

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## 摘要

The purpose of this paper is to focus the evaluation on the capability of students who took part in the contest of international exhibition held by CHITA. The study applied Analytic Hierarchy Process (AHP) to develop the capability evaluation model. Based on the results of the survey conducted in this study, we came to the following findings. First, the respondents concerned with the rank of five dimensions as follow: “C5 English communication”, “C3 New product launch”, “C2 Proposals”, “C4 Booth design” and “C5 Homepage design”. Among the twenty criteria, the top five they concerned with are: “C51 Language communication skills” first, “C52 Familiar with products” second, “C54 Customers’ problems solving” third, “C44 Reception staff’ s clothing or dress up” and “C21 Industry analysis and firm introduction”. The results could not only provide the reference for teacher and student on teaching, training and pre-employment, but also benefit the industry, government and academic field on the human resource improvement of MICE.

**關鍵字：**exhibitioners, MICE, capability, Analytic Hierarchy Process (AHP)