

The Influencing Factors of Customer Chain Integration – An Empirical Study

沙永傑, 黃崑智, P. K. Chen

Technology Management

Management

yjsha@chu.edu.tw

Abstract

Facing the current highly volatile global market, the industries have well accepted the concept of supply chain management (SCM) that integrating upstream and downstream to improve the competitiveness of products. However, product innovation capability would become critical when most of the competitors sit on equal SCM basis. Although both the design and customer chain have been recently suggested to be integrated into traditional supply chain, by practitioners and scholars, for improving product innovation capability, the studies and literatures are still scarce, especially for the customer chain. This empirical study conducted by regression to thoroughly discover the regarding key factors that may influence the effectiveness of the customer chain to be integrated into traditional supply chain. Hence, the results of the analysis reveal that situations of data warehousing system, as well as flexible service workflow, are the major factors.

Keyword : Customer Chain, Data Warehousing System, Flexible Service Workflow, Product Innovativeness, International Manufacturing Strategy Survey