

題目	臺灣筆記型電腦公司經營效率之研究
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摘要	本研究以資料包絡分析法來評估國內上市 11 家筆記型電腦廠商在民國 92 年之經營效率，期望藉由實證結果分析個別廠商過去之經營效率情形，作為筆記型電腦廠商未來經營方向及提升經營效率之參考依據。資料包絡分析法 (Data Envelopment Analysis, DEA) 是一個公正、客觀的效率評估工具，其可處理多重投入及產出，自從 Charnes, Cooper 與 Rhodes (1978) 首先提出後，此方法已廣泛被使用在各種領域。但 DEA 並非全無缺點，其對受評單位作出效率評估後，可能產生多個有效率的受評單位，導致決策者無所適從或無法知道該產業的標竿公司為何。故本研究將針對有效率的決策單元 (Decision Making Unit, DMU)，使用正規化權重向量的概念，進一步鑑別有效率 DMU 的效率。針對無效率的 DMU，也採用差額變數分析 (Slack Variable Analysis)，使無效率之 DMU 能朝有效率的方向發展。
關鍵字	效率評估、資料包絡分析法、正規化權重向量、差額變數分析
Title	Performance Evaluation of The Notebook Companies in Taiwan
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Abstract	This study estimates the management performance of 11 domestic notebook manufacturers by Data Envelopment Analysis (DEA). The outcome obtained by DEA can be referred to the notebook manufacturers as the future guideline of business management. DEA is an objective tool for performance assessment and can handle multiple inputs and outputs. Since Charnes, Cooper and Rhodes (1978) first presented this method, it has broadly been applied in various fields. However, DEA has a problem of discrimination and the results of DEA generate more than one efficient Decision-Making Unit (DMU). Therefore, decision makers can not make decisions according to the DEA results. For dealing with the problem, this study evaluates efficient DMUs further and makes them distinguishable by the concept of normalizing the weight vectors. Additionally, we provide inefficient DMUs with improvable directions by the method of slack/surplus variable analysis.
Key Words	efficiency evaluation, data envelopment analysis, weight normalization, slack variable analysis.