題目	應用模糊多準則決策法於應用軟體服務供應商關鍵能力之評估
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摘要	近年來，由於電子商務的興起，企業講求即時性、高效率及專業分工，應用軟體服務供應商(Application Service Provider, ASP)趁勢崛起。為了降低成本，許多企業開始將非關核心競爭力部份的營運流程進行委外處理，ASP 業者已經不再只是以技術為導向，還必須介入企業營運流程，要能夠即時捕捉整個市場動向，擁有高度運籌管理能力。以往對於 ASP 的研究主要集中在導入策略、採用因素與探討市場現況等方面的主題，鮮少探討 ASP 業者應該具備哪些關鍵能力？這些關鍵能力的優先順序如何？而評估關鍵能力的準則又有哪些？其重要性排序如何？業者若能了解自己的優劣勢，則應能發揮自身擁有的長處，並針對自身缺點加以改善，才足以在競爭激烈的市場中生存。本文首先進行第一階段問卷，並利用模糊德爾菲法，進行 ASP 廠商之重要關鍵能力與評估準則之篩選，建立 ASP 廠商關鍵能力之正式評估架構。接著以 ASP 廠商 A 公司為研究對象，進行第二階段問卷調查，透過層級分析法(Analytical Hierarchy Process, AHP)及模糊近似理想解偏好評估法(Fuzzy Technique for order preference by similarity to ideal solution, Fuzzy TOPSIS)衡量該 ASP 廠商關鍵能力優先順序及其評估準則之權重，以提供其自我評估之參考，亦可作為企業評選 ASP 合作廠商之標準。
關鍵字	應用軟體服務供應商、關鍵能力、模糊德爾菲法、層級分析、模糊 TOPSIS 法
Title	Applying Fuzzy Multi-Criteria Decision-Making Method to Evaluate the Key Capabilities of an ASP Company
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Abstract	With the rise and rapid development of "Electronic Commerce" in recent years as well as the enterprises pursue real-time, high efficiency and professional division of labor, the Application Service Provider (ASP) industry takes advantage of this favorable situation to spring up. In addition, to reduce the cost, a lot of enterprises begin outsourcing some operation processes which are irrelevant to core competitiveness. Thus, the ASP venders are not only technology-oriented, and meanwhile, they also have to intervene in operation processes of enterprises. The ASP venders not only have to be able to catch the tendency of the whole market immediately, but also have high capability of logistics management. Many researches about ASP mainly focused on the issues with regard to the implementing strategy, the adopting factor and the discussion of market situation in the past. The issues like "What key capabilities should ASP venders must possess?", "How about the priorities of these key capabilities are?", "What are the assessing criteria of the key capabilities?" and "How to measure the importance of these criteria?" were rarely discussed. If the venders can develop their advantages and improve inferiorities, then they can survive in the competitive market. In order to establish the evaluation structure of key capabilities for ASP vendors, first stage questionnaires were implemented and the fuzzy Delphi method was used to select the important key capabilities and evaluation criteria in

	this paper. Next, second stage questionnaires for an ASP vender (Company A) were implemented as well as Analytical Hierarchy Process (AHP) and Fuzzy Technique for order preference by similarity to ideal solution (Fuzzy TOPSIS) were employed to measure the performance of key capabilities and the weight of evaluation criteria. According to the results, the ASP venders can evaluate themselves as well as it can be a standard which enterprises select cooperative ASP venders.
Key Words	Application Service Provider (ASP), Key Capabilities, Fuzzy Delphi Method, Analytical Hierarchy Process (AHP), Fuzzy TOPSIS.