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| 題目 | 評估公立博物館永續經營之核心資源：以資源基礎觀點 |
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| 摘要 | 面臨社會環境變遷、人口質量結構問題等因素，博物館在經營上愈加具有挑戰性，因此博物館必須建立獨特特色及累積競爭者無法模仿的核心資源，政府及相關機構也必須思考如何提供協助，使充滿豐富和多元化資源的博物館得以永續經營，給予社會人民文化福祉。首先，本研究藉由相關文獻釐清觀念後，將博物館之內部資源分為五大主要構面，接著剖析核心資源之相關評估因素。然後擬定專家問卷設計並予發放施測，共回收 37 份研究樣本。並運用模糊層級法分析所得資料，分析結果顯示，最重要的資源構面為實體資產，其次為組織能力；在實體資產的評估準則方面，以藏品豐富的權重值最高；財務資產中以政府補助的權重值最高；在無形資產中最重視品牌形象；組織能力則是創新能力最高；個人能力則最重視領導能力。本研究結論指出，博物館永續經營必須將重心放在藏品，以累積獨特資源，不斷地尋求創新，呈現給觀眾新的商品或活動，館長或幹部的領導力也具有重要影響力，更應重視博物館的優質品牌形象之塑造。 |
| 關鍵字 | 資源基礎觀點、核心資源、模糊層級分析 |
| Title | An Assessment of Core Resources in Public Museum Sustainable Operation from the Resource-Based View |
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| Abstract | Museum operation is full of challenge due to changing social environment and structure of population. In order to pursue sustainable operation, museum must create its own distinctive features and strengthen core resources that others cannot imitate. Additionally, the government and related agencies need to provide important assistance to make museums with abundant resources to offer cultural welfare to the public. The main purpose of this research discloses core resources of museums in facing intense competition and scarce external resources. After clarifying concepts, the paper divides the core resources of museums into five aspects and then analyzes the evaluation criteria. 37 returned questionnaires are analyzed by the Fuzzy Analytic Hierarchy Process approach. The results show that the most important two aspects for sustainable operation are tangible asset and organizational capability. As for evaluation criteria, abundant collection is weighted the highest under the tangible asset; government subsidy is the highest under the financial asset; brand image is the key factor under the intangible asset; innovation capability is the highest under the organization capability; and personal capability is the important leadership capability. Based on the findings, this research indicates that museum should put focus on collections, innovate continually and offer new commodities and activities, regard the leadership among top management as a crucial asset, and establish more excellent brand image. |
| Key Words | Resource-Based View, Core Resource, Fuzzy Analytic Hierarchy Process |