

題目	智慧資本績效衡量與策略地圖建置之研究—以定期航運業為例
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摘要	隨著金融海嘯逐漸復甦，亞洲各國出口貨運量逐漸增加之際，貨櫃航運業者在經濟發展時扮演重要的角色。由於資訊、科技與企業經營環境均快速變遷，策略管理是影響企業繼續生存的重要因素。策略管理需要一套控制機制，這套控制機制就是績效評估。過去的績效評估僅著重於財務績效評估，較少注意到顧客滿意度、企業內部流程與人力開發等非財務績效，2008 年台灣航運業面臨金融海嘯襲擊，出口大幅衰退下，國際航運業面臨倒閉及破產，如何提昇航運業績實為刻不容緩的議題。本研究結合智慧資本觀點，以層級程序分析法及模糊集合理論衡量定期航運業績，並建立以智慧資本觀點連結策略目標之策略地圖，供定期航運業發展實際行動之準則。
關鍵字	智慧資本、層級程序分析法、模糊集合理論與定期航運業
Title	Intellectual Capital Performance Measurement and Strategy map Building—A Study of Liner Shipping Industry
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Abstract	As the economics recovery and exports increase in Asia, liner shipping industry plays an important role of economics development. A rapid change in information technology and business management, strategy management is the key factor for businesses to survive, so managers should plan a performance evaluation management system. However, current performance evaluation management mostly focuses on financial indicators for performance evaluation without taking innovation and customer satisfaction into consideration. The purpose of this research is to develop a new performance evaluation system based Intellectual Capital by integrating AHP with Fuzzy Set theory. The empirical results will connect corporate strategy goals with intellectual capital to develop operation action and build management system.
Key Words	Intellectual Capital, Analytic Hierarchy Process (AHP), Fuzzy Set Theory and Liner Shipping Industry