

題目	營銷系統實施體系化授權的意義、現狀及對策—基於中國企業調研數據的實證研究
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摘要	在體系化授權理論框架以及營銷系統授權與營銷績效關係模型相關研究基礎上，指出在企業營銷系統實施體系化授權具有提升營銷績效的現實意義。進一步，依據實證調研數據對我國企業營銷系統授權的現狀和問題進行了揭示，最終基於理論框架、關係模型以及現狀和問題，提出了實施授權的具體對策建議。
關鍵字	授權、體系化授權、營銷系統授權
Title	The Meaning, Actuality and Strategy about the Implementation of systematical empowerment in Marketing System: An Empirical Research Based on the Survey Data from Chinese Enterprises
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Abstract	After establishing the systematical empowerment theory framework and the model of relationship between marketing system empowerment and marketing performance, this article argues that the implementation of systematical empowerment in enterprise marketing system has important practical significance for improving marketing performance. Furthermore, on basis of empirical research, we attempt to point out the actuality and deficiency about the marketing system empowerment of domestic enterprises. Finally, some enforcement strategy of systematical empowerment in marketing system are proposed.
Key Words	Empowerment, Systematical Empowerment, Marketing System Empowerment