

題目	協同供應鏈和銷售鏈之電子商業的策略架構
作者	薛義誠(國立中央大學企業管理學教授) 林培堅(國立中央大學企業管理學系博士生) 黃耀文(國立中央大學企業管理學系博士生) 李明章(國立高雄應用科技大學兼任助理教授)
摘要	協同供應鏈和銷售鏈已成為電子商業重要策略與運作問題。為了強化為電子商業，組織必須連結協同供應鏈和銷售鏈的策略於電子商業。這篇論文的目標是在電子商業協同供應鏈和銷售鏈下構建策略架構。在這目標下，本研究廣泛地探討文獻，包含協同供應鏈管理和銷售鏈管理的過程及相關的業務。本研究建議 e-business 應用架構，此架構制定電子商務策略和實施的方法。組織可根據此策略架構，而制定使用此框架的電子商業實施的解決方案，增加 e-business 開發成功的機會。個案說明架構的內涵，做為企業應用典範。
關鍵字	協同供應鏈；供應鏈管理；電子商務策略；銷售鏈管理
Title	A Strategic Framework for e-Business in Supply Chain Collaboration and Selling Chain Management
Author(s)	Yih-Chearng Shiue Pei-Jian Lin Yao-Wen Huang Ming-Chang Lee
Abstract	<p>Supply Chain Collaboration and Selling Chain Management are important strategic and operational issues in e-business. In order to enhance e-business, an organization must link it to both supply chain collaboration and selling chain management. The aim of this paper is to build a strategic management framework for e-business. The paper provides an extensive review of literatures on supply chain collaboration and selling chain management, as well as e-business practices.</p> <p>This paper presents a e-business application framework for organizations. The framework provides a holistic approach to e-business strategy formulation and implementation. Organizations can work out a comprehensive business solution for their e-business implementation using this framework. This framework aids in increasing the chance of a successful e-business development. In addition, this case study has provided the content of the framework, serving as a reference for business application.</p>
Key Words	Supply Chain Collaboration; Supply Chain Management; E-Business Strategy; Selling Chain Management