

題目	精實物流對綠色供應鏈管理、環境績效及企業競爭力的影響
作者	郭怡君(中原大學副教授) 盧宏昱(中原大學學生)
摘要	精實物流是精實製造的應用，核心目標為盡可能降低或消除包括生產、運輸及儲存等物流過程中無附加價值的活動，以縮短交付週期、提高服務績效以因應市場上的變化及滿足顧客需求。近年來環境保護等綠色議題逐漸被人們正視，企業面臨許多環境壓力，因此企業除了考慮利益外更必須將環境發展策略納入考量以符合國際趨勢並獲得投資者的青睞。過去的研究較少探討精實物流的影響，本文利用線性結構方程式檢驗精實物流、綠色供應鏈管理、環境績效及企業競爭力之間的關係。研究總共蒐集 162 份來自台灣及中國廠商中階以上主管的問卷資料，經過分析發現精實物流對綠色供應鏈管理的路徑係數為正，具顯著正向影響；綠色供應鏈管理對環境績效以及企業競爭力也有顯著正向關係；環境績效對企業競爭力之影響雖為正向關係但關聯性較為薄弱。分析結果顯示，企業採用精實物流對綠色供應鏈管理產生正向效果，而藉由綠色供應鏈管理之整合能夠改善環境績效以及提升企業競爭力。
關鍵字	精實物流、綠色供應鏈管理、環境績效、企業競爭力、結構方程模型
Title	Impact of Lean Logistics on Green Supply-Chain Management, Environmental Performance and Firm Competitiveness
Author	Yi-Chun Kuo, Hung-Yu Lu
Abstract	Lean logistics is an application of lean manufacturing, the core objective in the logistics process is to minimize or eliminate all non-value-added activities, including production, transportation and storage so as to shorten the lead time, improve service performance in response to the market and customer's needs. In recent years, followed environmental protection and other green issues are gradually confronted with people, enterprises need to face many pressures and challenges. In order to conform to international trends and gain the favor of investors, enterprises must to reduce the cost as much as possible and take environmental development strategies into consideration. However, over the past years, researchers are rarely discussing about the impact of lean logistics. In this study we try to apply structural equation modeling (SEM) to find out the relationship among lean logistics, green supply chain management, environmental performance and firm competitiveness. The data investigation of this study was questionnaires which were collected from the management level of enterprises in Taiwan and China, 182 questionnaires were received. The result of confirmatory factor analysis shows that the path coefficients of lean logistic to green supply chain management is positive, having a significantly positive effect. Green supply chain management are significantly positively correlated on environmental performance and firm competitiveness, and then environmental performance is significantly positively correlated on firm competitiveness as well. According to the results of this study, we can judge that when enterprises incorporate lean logistics into decision-making, it can effectively reduce the non-value-added activities in the logistics system and at the same time coordinated with green supply chain management not only promote economic development but also environment development.
Keyword	Lean logistic, Green Supply Chain Management, Environmental Performance, Firm

