產業供應鏈組態對供應鏈管理策略與公司績效影響之研究

This research looks into different industrial supply chain types toexamine the relationship between supply chain management strategiesand their performance, so that it might provide helpful guidelines forcompanies engaged in supply chain management. This research targets onthe manufacturing industry. Mail survey has been conducted with 275survey forms delivered, among which 101 valid survey returns, or36.73%, were received. The research discovered that both the supplychain activity orientation and the supply chain network varieties werecapable of influencing supply chain management strategy. Specifically,the impact of the supply chain network varieties on inventoryre-reduction, as well as that of the supply chain activity orientationon product design strategy, was significant. A company's delayedinventory re-reduction strategy and Product diversification strategywere related to the performance of the supply chain. The interactionbetween supply chain type and management strategy also significantlyaffected the performance of the supply chain.