

南華大學出版學研究所九十一學年度第一學期碩士論文摘要

論文題目：以分析層級程序法衡量圖書出版業導入顧客關係管理系統之
關鍵因素研究

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論文摘要內容：

企業是否導入顧客關係管理 (CRM) 系統會受許多因素的影響，國內外對於企業導入 CRM 系統之優點及影響因素的相關實證研究已有許多，以產業別來分，多以金融、電訊通訊服務業為主，出版業在此方面之相關研究尚屬缺乏。台灣圖書市場競爭激烈，在加入 WTO 之後，面對外來出版集團之威脅，出版社為了增加競爭力，建置 CRM 系統的需求恐會隨之增高。

本研究係以分析層級程序法 (AHP) 來衡量影響圖書出版業採用 CRM 系統的關鍵因素，並擬運用研究結果對出版社、CRM 系統供應者提出採用 CRM 系統與市場行銷活動方面之建議。

研究結果顯示，圖書出版業在導入 CRM 系統時認為：(1) 顧客資料庫對公司發展重要性、(2) 成本負擔、(3) 系統效益、(4) 垂直協調程度與 (5) 產業環境變化速度等因素，為考量之關鍵。出版業想要獲得成功的 CRM，不僅需根據組織需求來導入部份或全部的 CRM 系統模組，也要調整組織文化、架構與工作流程等以配合顧客為中心之經營理念；CRM 系統供應商則應多加瞭解圖書出版業特性，增加與出版社的良性互動並提供圖書出版業較低成本的建置方案。

關鍵詞：圖書出版業、顧客關係管理、分析層級程序法

Title of Thesis : A Study of Critical Factors on CRM System for the Publishing Industry by AHP

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Abstract

Whether an enterprise introduces into the Customer Relationship Management (CRM) system or not hinges on many factors. There are many related positive studies home and abroad on merits for an enterprise introducing into CRM and influencing factors. The studies are mostly on financial and telecommunication services in terms of category of industries while lacking of related studies on publishing industry. Due to competition in book markets is keen in Taiwan, after entering into WTO and facing challenges from outside big publishing corporations, the demand for establishing CRM system to enhance competitiveness by Taiwanese publishing companies will increase .

The study measures the critical factors that influence the publishing industry to adopt CRM system by Analytic Hierarchy Process (AHP). It will try to present the recommendations for adoption of CRM system and marketing to publishing companies and providers of CRM system on the basis of the results of the study. The results of the study show that the critical factors considered by publishing industry when they introduce CRM system as follows: 1) the importance of customer database to development of company; 2) the burden of cost; 3) estimated benefits brought in by the system; 4) vertical coordination level; and 5) the speed of change of industry environment, etc. To achieve successful CRM, the publishing industry needs not only to introduce into part or whole CRM system model, but also adjust the operation ideas of organizational culture, structure and working process, which are centered on meeting customer's demands. The provider of CRM system should further to understand characteristics of publishing industry, increase the good interactions with publishing companies and provide recommendations for low cost establishment of CRM system .

Keywords : publishing industry, customer relationship management, analytic hierarchy process