

我國流通業管理人員專業能力之研究

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摘要

本研究旨在建構我國流通業管理人員專業能力之內涵與衡量模式，俾作為相關單位教育訓練、職涯規劃及證照考試之參考依據，及其他應用研究之基礎。本研究旨在以 DACUM 法再搭配 Delphi 法，彙整 20 位專家之意見，建構我國流通業管理人員所需具備專業能力之內涵，並以層級分析程序法（Analytic Hierarchy Process，AHP），建構專業衡量指標與及衡量模式。承續此結果，採問卷調查法針對實務工作者進行實地測試(field test)，資料經蒐集與統計分析之後，提出結論與建議。研究母體以《台閩地區各行業工廠名錄》所列與流通業相關之企業為調查對象，採判斷抽樣法（Judgment sampling）抽取 24 廠家，每家寄發 10 份問卷，總共回收有效樣本 64 份，回收率約 27%。本研究將調查資料經 AHP 及統計分析後獲致如下重要發現：1. 台灣流通業管理人員工作內涵的主要構面包括五大職責，89 項任務項。五大職責的相對權重依序為「人流」、「商流」、「金流」、「資訊流」、「物流」。2. 有關五大職責的「重要性」分析，「商流」、「金流」兩項是

管理人員工作中最重要的兩項職責；在「使用頻率」分析中，「商流」、「資訊流」是使用頻率最高的兩項職責。在「未來需求性」分析中，五大職責之需求大多呈不變或增加之趨勢。3. 流通業管理人員所需具備之基本知能共有認知 26 項、技能 30 項及態度 19 項。經綜合分析歸屬於「必備知能項目」者計有認知 19 項、技能 27 項及態度 17 項；歸屬於「將需知能項目」認知 7 項、技能 3 項及態度 2 項。

關鍵字：專業能力分析；DACUM 法；Delphi 法；層級分析法

The Study of Professional Competencies of the Managers of Distribution Enterprises in Taiwan

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Abstract

The study aimed to analyze the professional competencies of managers of distribution enterprises in Taiwan and to construct the evaluation model. These results can be a useful reference for education & training, career planning, certification examinations, and other application studies. In this study, DACUM method and Delphi technique were adopted to induce the professional competencies of managers in the distribution industry. By collecting the opinions of twenty-one practitioners in distribution industry, the duties and tasks of the manager were collected and were transformed into competency questionnaire. According to these results, the measurement indicators and the evaluation model were constructed by competency questionnaire investigation and analytic hierarchy process(AHP) . The competency questionnaires were distributed in a self-administered form to 240 managers in twenty-four distribution companies sampled from Register List of Business in Taiwan, published by Ministry of Economic in 2001. 64 valid questionnaires were collected and the a response rate was 27%. After the data were synthesized and analyzed, the important findings were concluded as follows: The job contents for the mangers of distribution companies in Taiwan consist of 5 duties and 89 tasks. The five duties are named by “five flows”-- “Human Resource Flow”, “Commercial Flow”, “Cash Flow”, ”Information Flow”, “Material Flow” –the order was ranked by the relative weights form high to low1. As to the “Importance of the Duty” analysis, “Commercial Flow” and “Cash Flow” are the most important. In “Use Frequency of the Duty” analysis, “Commercial Flow” and “Information Flow” are the highest duties. In “Future Needs of the Duty” analysis, the needs for the five duties remain the same or increasingly. 2. The basic competencies consist of 26 knowledge items, 30 skill items, and 19 attitude items. Among these competencies, 19 knowledge items, 27 skill items, and 17 attitude items are classified as “competency must have”, while 7 knowledge items, 3 skill items, and 2 attitude items are classified as “ competency should have.”

Key words: Professional competency analysis;DACUM method;
Delphi technique;Analytic Hierarchy Process