

評選資訊服務公司之關鍵性準則的研究
The Critical Criteria for Evaluating and Selecting Information Service
Companies

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中文摘要

許多學者認為資訊基礎建設的普及將會強化傳統中介者的角色，但是網路科技的普及與盛行也將會促進新一代中介者的成長，這種新的角色，稱之為網路中介者，是一種在電子商務世界中提供資訊傳達等服務的組織。因此，有鑑於此種組織的角色日漸重要，本研究將針對此種組織的取作一探討。首先本研究將先對過去相關的文獻作一深入的探討，進而產生研究所需的問卷，爾後，經由問卷調查的方式以獲取研究所需的資料。透過因子分析的結果，我們發現企業評選資訊服務公司的關鍵性準則分成六大類，分別是：(1)資訊系統的安全性；(2)顧客資訊需求的掌握與回應；(3)資訊服務公司的市場地位；(4)方便與穩定的網路服務；(5)資訊服務公司的可信度與知名度；以及(6)專業化增值服務的提供度。

關鍵字：資訊服務公司；電子商務；網際中介者；資訊基礎建設

Abstract

Many researchers have concluded that the functions of traditional intermediaries will be reinforced by the information infrastructure, while the electronic market will also promote the growth of a new generation of intermediaries termed cybermediaries to perform the mediating task in the world of EC. Hence, the aim of this research is to explore the underlying dimensions of criteria for the evaluation and selection of information service companies (ISCs), which act as one form of cybermediary. By undertaking a review of the literature, we first analyze the dynamics of ISCs to define their present day role before going on to develop a questionnaire for the field survey. Based on the data collected from 57 firms, an exploratory factor analysis was carried out in order to derive the factor solution. This study results that there are six dimensions of criteria which are critical to the evaluation and selection of ISCs: (1) security of information systems; (2) awareness of and response to customer requirements; (3) ISC's market status; (4) convenient and stable networking; (5) ISC's credibility and fame; and (6) provision of customized professional services.

Key words : Information service companies; ISCs; Electronic commerce; EC; Cybermediary; Information infrastructure