

面向电子商务的企业资源计划:进化与实施

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Enterprise Resource Planning For E-Business:Evolution and Implement

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摘要 在电子商务时代,ERP面临着应用环境的变革和挑战,如何认识并应对这些挑战以使ERP与企业电子商务有机融合是目前首要的问题。本文认为在电子商务时代,企业所面临的竞争规则、商务模式、管理重心都已发生了重要变化,ERP必须满足基于虚拟集成的合作性价值创造管理、基于事前、事中、事后的商业智能管理、基于SCM、CRM和KM为核心的集约管理以及灵活的体系结构以适应变化的要求和挑战,为此,ERP必须提供集成供应链资源和能力的管理、个性化客户信息服务、知识管理、实时的业务在线分析处理、多层次的实时决策支持的功能。同时认为,改进战略规划、变革管理模式、优化组织结构、重组业务流程、加强知识和人力资源管理几个方面是成功实施ERP,支持电子商务的关键。

关键词: [电子商务](#) [集成](#) [ERP](#) [KM](#) [CRM](#) [SCM](#)

Abstract: In the age of E-Business,ERP encounters dramatic changes and challenges of its applying circumstance.How to understand and meet these challenges to make the new ERP effectively support the E-Business strategy is the urgent and important problem faced by enterprises at present.In this paper,through studying the dramatic changes on competitive rules,business model and managerial core in the new era,we pointed out that enterprise resource management has to support virtual integration-based management of collaborative value creation,whole processes-based intelligentized management of business,intensive management based on the core of SCM、CRM and KM and ERP must has a flexible architecture and advanced computing mode.Furthermore,we thought that traditional ERP functions need innovations to provide functions of integrated supply chain resources and capabilities management,individualized customer information service,knowledge management,real-time online analytical processing of business and multi-levels real-time decision support to meet these changes and challenges.And finally,we discussed how to successfully implement the new ERP to support enterprise E-Business better and believed that improving planning?reforming managerial model,optimizing organization,reengineering business processes and enhancing human resources management are critical aspects to successfully implement ERP on the new background of E-Business.

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