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MSE >> Vol. 2 No. 4 (December 2013)

产业高阶人才战略规划培训框架——建构价值共创链

Executive Strategy Planning Training Framework——An Industrial Value Co-Creation Perspective

全文免费下数:(970KB) PP.77-83 DOI: 10.12677/MSE.2013.24013

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关键词:

产业跨领域人才培训;价值共创;服务科学管理暨工程;企业杂构;Industrial Multi-Disciplinary Training; Value Co-Creation; Service Science; Management and Engineering; Enterprise Architecture

#### 摘磨:

两岸经济均已迈入服务创新驱动发展之全新阶段,欲加速新兴产业发展与促进产业升级转型,亟需面向价值服务结合科 技理论与营运管理跨领域人才协力参与,方能洞悉产业发展所面临多元挑战与采取因应之道。本文具体指出跨领域高阶 人才培训及养成方向,以"企业架构"为战略实践方法,并提出一套战略实践总体观,营造产业价值共创有利环境,落 实服务主导型经济,期望对产业发展主管机关战略拟定与实践有所帮助。

Both Mainland China and Taiwan have entered a new service innovation driven economic era. In order to pursue the success of development and optimization to the emerging industries, a multidisciplinary professional role with service-dominant logic, technological, and management is required to identify the appropriate strategies and respond to the facing challenges. This paper shows the training objectives as well as the training content of such a multi-disciplinary professional role for executives. By presenting tangible reference models including industry value co-creation and balanced view of strategy using Enterprise Architecture as the tool of strategy planning and its realization, this paper demonstrates the feasible approaches and expects to make contribution to the industry development related authorities.

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