

## Studies on the Management Efficiency Evaluation of Production and Marketing Teams for Sugar Apple in Taitung Area

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### Summary

The analysis of diagnosing 40 groups by DEA modal, showed the consequence that 16 groups were lower technique rate than the average value of 0.904, and then 11 with lower scale rate than the average value of 0.916, which all need improving. 23 out of 40 groups resulted in giving the improving space on where-management performance by 24,440 thousand NT\$, and their improved factors : building field(29.3%), labor cost(29.1%), pest chemicals(10.4%), agriculture stuff(10.3%),chemistry fertilizer(8.3%) and organic manure (4.6%)etc in order. The variation difference in adjustment and range of managerial performance for each production-marketing teams could be so caused by localion diversity, as to effect its direction and range of improving and promoting efficiency.

**Key words:** Sugar apple, Managerial strategy, Managerial performance

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