

## **Efficiency Evaluation of Web-based Learning on Multinational: A Case Study on Financial Industry**

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**ABSTRACT** Based on the web-based learning efficiency of Taiwan's financial industry investing in China in 2010-2012, Data Envelopment Analysis (DEA), Sensitivity Analysis, and Malmquist Productivity Index are integrated to measure the total efficiency (TE), pure technical efficiency (PTE), and scale efficiency (SE) of eleven banks which invested in China for further web-based learning improvement. The empirical results show that Mega International Commercial Bank and Bank of Taiwan present the best total efficiency (1.00), followed by Cooperative Bank (0.93); Mega International Commercial Bank and Bank of Taiwan reveal the best pure technical efficiency (1.00), followed by Land Bank (0.92); and, Mega International Commercial Bank and Bank of Taiwan appear the best scale efficiency (1.00), followed by Cathay United Bank (0.85). From Malmquist Productivity Index, Taiwan Cooperative Bank, Mega International Commercial Bank, and Bank of Taiwan show improvement on pure technical efficiency change that the web-based learning effectiveness is enhanced.