

2011 第十屆北商學術論壇  
經營與管理研討會  
論文集

2011 NTCB Conference of  
Business Administration

國立臺北商業技術學院  
企業管理系 編輯

中華民國一百年十二月



## 序

國立臺北商業技術學院為推動校內相關學術研究，提供校內老師與校外專家學者研究成果交流的機會，於民國九十年起開始舉辦「北商學術論壇」，多年來經歷各系科主任的努力經營及校內外老師及學者大力支持下，已有顯著成效；而本次由企業管理系主辦的「第十屆北商學術論壇-經營與管理研討會」，透過公開徵稿，廣邀國內相關研究學者參與，投稿十分踴躍，相關研究主題包括企業經營與產業發展研究、行銷與流通研究、財務會計研究及其他與企業管理或商學相關領域。

本次研討會的許多主題不但與國際研究接軌，在研究的成熟度上亦具水準，另就研討會的參與學者而言，亦有許多年輕學者之論文，代表在企業管理相關的研究上不但沒有斷層，研究的能量亦不斷累積。

最後，期望藉由本次研討會提供校內外學者一個學術交流及觀摩學習的機會，也期待「第十屆北商學術論壇-經營與管理研討會」之交流成果豐碩，並將研究成果回饋於社會。

國立臺北商業技術學院企業管理系  
系主任 謹致

2011年11月25日



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※ 口頭發表地點：本校五育樓五樓-企業管理系 505 專業教室

### 【議程表】

時間	題目	作者
<b>場次一</b>		
主持人：國立台北商業技術學院企業管理系 閻瑞彥主任		
評論人：東吳大學企業管理系 蘇雄義教授		
09：00 ~ 09：10	客服中心員工之組織學習、自我效能與工作績效之關聯性研究	陳銘薰、黃嫻琨
09：10 ~ 09：20	消費者對聯合品牌的評價—以紡織品與咖啡品牌結盟為例	丁瑞華、李依憶
09：20 ~ 09：30	創業績效關鍵成功因素的 Meta 分析	張任坊、張博一 張紹勳
09：30 ~ 09：40	房屋仲介業之轉換型領導對企業社會責任之影響	洪春吉、黃年卉
09：50 ~ 10：00	旅行業之知識分享對價值創新之影響	洪春吉、陳秋萱
09：50 ~ 10：00	自推與拉式動機之觀點探討參觀台北國際花卉博覽會遊客觀賞後所感受知覺價值、滿意度及再遊意願	袁淑萱、王語菁 劉映妏、林怡均 翁瑋伶
10：00 ~ 10：10	外商在臺企業人才管理指標建構及其重要性之研究	劉仲矩、唐蕙莉
10：10 ~ 10：20	評論人評論及開放討論	
<b>場次二</b>		
主持人：國立台北商業技術學院企業管理系 張旭華教授		
評論人：國立台北大學企業管理學系 劉仲矩副教授		
10：40 ~ 10：50	第三方物流業創新管理架構之發展	蘇雄義
11：50 ~ 11：00	台灣紡織產業之廠商轉型策略：以力鵬公司為例	黃喜梅、蔡進丁、 閻瑞彥
11：00 ~ 11：10	應用環境心理學探討夜市環境對消費者行為之影響	邢姍姍、陳俐雯、徐 意茹、林怡伶、簡 丞玆
11：10 ~ 11：20	連鎖加盟早餐店商店形象及顧客知覺價值對顧客滿意及顧客續留之影響	徐純慧、賴怡甄
11：20 ~ 11：30	MIT 微笑標章對知覺品質、知覺價值及購買意願之影響-以涉入程度為調節變數	謝錦堂、施惠鈞
11：30 ~ 11：40	應用 Burgers 方程之相似解研究股市非線性行為	林俊仲
11：40 ~ 11：50	探討公司專利活動年期、專利集中度、專利發明人數對於公司績效影響之研究-以美國製藥產業為例	陳宥杉、黃星睿
11：50 ~ 12：00	評論人評論及開放討論	

※ \_\_\_\_\_：上台發表者。



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## 【議程表】

時間	題目	作者
<b>場次三</b>		
主持人：國立台北商業技術學院企業管理系 邱繼智副教授		
評論人：中華科技大學財務金融系 蘇榮斌副教授		
13：30 ~ 13：40	「回流臺商」之 ECFA 效應—以康師傅控股為例	陳秋蓉、林唯馨
13：40 ~ 13：50	零散型產業之品牌體驗與顧客滿意~以服飾清潔保養業為例	黃禎豐、方文昌
13：50 ~ 14：00	組織公平及角色壓力對於員工組織承諾之影響—以社會支持作為調節變數	閻瑞彥、林佩文
14：00 ~ 14：10	觸覺會影響手機的知覺品質嗎？	郭珮儀、方文昌
14：10 ~ 14：20	國際供應鏈之結構性傳遞效果影響臺灣證券市場之研究	蔣岡霖
14：20 ~ 14：30	律師事務所如何保留顧客？	許雅婷、方文昌
14：30 ~ 14：40	台灣蘋果概念股投資人對賈伯斯辭職事件之反應	王永昌、冉祥蕾
14：40 ~ 14：50	評論人評論及開放討論	
<b>場次四</b>		
主持人：國立台北商業技術學院企業管理系 邢姍姍副教授		
評論人：國立台北大學企業管理學系 方文昌教授		
15：10 ~ 15：20	Volatility forecasts by involving the principle of the technical analysis: Evidence from the stock markets.	蘇榮斌
15：20 ~ 15：30	董事會結構與企業盈餘品質	陳玉芬、林福來、翁育鈴
15：30 ~ 15：40	總體經濟變數及國外匯率對中國大陸匯率之影響	傅澤偉、蔡明達
15：40 ~ 15：50	以體驗價值觀點探討維基百科創作者知識分享行為之研究	包冬意、黃焱麟
15：50 ~ 16：00	探討人口總量、人均碳排放量與再生能源對經濟發展之影響	陳宥杉、邱郁雯
16：00 ~ 16：10	城市置入電影中的情境對旅遊意願的影響	陳玫真、江雨桐 詹雅筑、顏毓君
16：10 ~ 16：20	以科技接受模式與創新擴散理論探討新科技產品行銷策略—以骨傳導無線通訊裝置為例	樊祖燁、梁志賢、劉彩萍、蔡盛全、蔡佩容
16：20 ~ 16：30	評論人評論及開放討論	

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場次一			
10：20 ~ 10：40	A1	我國與歐洲新興市場國家創業環境之比較分析	曾秀梅
	A2	Should a manufacturer sell his product through an independent retailer (vertical separation) or directly to consumers (vertical integration)?	金志婷
	A3	躉售旅行業經營策略之研究	顏正豐、陳金足
	A4	證券業服務品質之研究	黃玉梅、蕭惠文 徐仁政
	A5	台灣中小企業國際化程度及其績效間關係之研究	王居卿
	A6	台灣機車產業未來發展之模式 - 以三陽工業股份有限公司為例	黃慧華、林紋蕙 林芳仔、雷 蕾 楊心慧、田莉萍
	A7	區域性營建公司住宅起造服務之創新商業模式	張淑敏、賴奎魁 張秉鈞
	A8	工作投入、職家衝突對工作滿意度影響之探討	鍾育明、林筱茹 汪睿祥
	A9	主管說故事能力及真誠領導對員工工作投入之影響研究	王誕生、劉婉珍 黃騰達、邱湘瑜
	A10	組織變革中員工逆境商數對其組織承諾影響效果之探討	朱志忠、張玉英 張凱萍
	A11	影響企業使用行動增值服務因素探討	楊承亮、林柏廷
	A12	心理契約、倫理氣候與組織公民行為關係之研究 - 以外商傢俱公司為例	林耀願、楊豐華 張嘉烈



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場次二			
12：00 ~ 12：20	B1	Win the Battle or the War?The Impacts of Premium on Purchase Intention	梁進龍、徐郁茹
	B2	捷安特日月潭高級自行車租賃站顧客滿意度分析	秦雅嫻、李家禎 楊慧珍、邵澄澄 陳有儀、陳柏宏 藍楷傑
	B3	咖啡體驗行銷與消費行為之研究	陳文蓉、鍾碧姮
	B4	運用混和多評準決策建立互動行銷工具績效評估指標與關係模式-以台灣房地產仲介業為例	黃思齊、高永鴻 張堯棟、王銘宗 王雯宗
	B5	服務品質與滿意度之研究-以補教業為例	余溪水、翁景德
	B6	廣告頻率對廣告態度影響之探討-以品牌形象及代言人可信度為共變項	李維鈞、侯佳伶 朱志忠
	B7	智慧型手機自創品牌關鍵成功因素探討暨整合行銷策略之實務研究-以宏達電HTC品牌為例	戴國良、徐敏瑄 吳秀君
	B8	部落格口碑與參考群體對消費者購買決策影響效果之探討	朱志忠、張玉英 吳雅柔
	B9	台灣網路書店行銷關鍵因素探討-關係行銷觀點	卜漢祥、洪敏莉
	B10	The Influences of Advertisement Claims, Hope and Perceived Risk on Purchase Intention of Functional Food.	閻瑞彥、邱聖雄 吳政鴻、王綺蓮 徐昇、方美慈
	B11	從連鎖型態與顧客穿著類型來探討美髮業顧客服務品質	李美英、李毓穎 李俊鴻
	B12	產業專精與市場多空頭對券商盈餘預測績效的影響	鄭雯芳、包淳琪





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場次三			
13：00 ~ 13：20	C1	證券市場投資績效關鍵成功因素之彙總分析	張任坊、張博一 張紹勳、林桓毅
	C2	歐洲經濟整合探討：購買力平價說之實證研究	梁晉嘉、白玉莉 劉先正
	C3	公司治理與資本支出效率性	張椿柏
	C4	奢侈稅的實施對企業股價報酬之影響	高儷華、單騰笙 江文隆
	C5	隨機利率對信用違約交換之定價與避險的影響	楊智惠
	C6	股權結構與公司績效-以台灣上市金融控股公司為例	傅澤偉、張雅筑
	C7	應用模糊偏好成對比較法於行動上網服務品質評估 以台灣電信公司為例	張宗翰、陳宏銘 鄭時傑
	C8	大陸學術人員評選就讀台灣大專院校方案之決策-以 AHP 為分析架構為例	周政德、曾映樺 涂雅袖、吳仲國
	C9	應用模糊相似度於倉儲揀貨批量策略之群聚演算法	潘昭賢、陳建銘 王怡文
	C10	觀光產業因應 E 化領導風格對離職傾向之影響	林嘉洽
	C11	兩岸關係與中國和平崛起--從臺灣企業家的視角	陳春輝
	C12	整合性科技接受模型對影響教師使用網路教學平台 行為因素之探討	吳傳春、蔡金鳳 蔡智發
	C13	專案實獲值風險管理	吳贊鐸



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14：50 ~ 15：10	D1	行動社群服務之初探-以社會及情感觀點	徐慧霞、何苔麗 林季韋、陳始鈺 謝博丞
	D2	國防支出對經濟生產力之影響-以 OECD 國家為例	盧文民、周漢忠
	D3	Executive Pay: Excessive or Merited?	Cresida Bishop
	D4	情緒管理對工作滿足之影響—檢驗人際關係之中介效果	李鴻文、李 威
	D5	社交技巧、人際網絡與工作績效關係之研究—以壽險業務人員為例	李鴻文、高佳瑾
	D6	外掛程式對玩家線上娛樂行為的影響—存活分析的方法	侯正裕、郭姝岑 陳妙真、張茵婷 江怡慧
	D7	企業導入 EAPs 之個案研究--從 EAPs 需求分析探討	鍾勝婷、張雅涵 鄭瀛川
	D8	應用 TOPSIS 於台灣太陽能產業經營績效之研究	陳盈彥、徐詩婷
	D9	直銷商人際關係品質之前因變項及影響效果之探討	朱志忠、張玉英 何思賢
	D10	改良希爾伯特_黃轉換之經驗模組分解以進行時間序列預測之可行性研究	林豐政、蘇恆信
	D11	Decision Tree Algorithm for Predicting Customer Perceptions of Online Shopping Service Quality	周中理、蕭佩怡 徐瑋伶
	D12	應用服務導向之居家修繕商業模式探討	黃文玉

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# 發表論文

## 客服中心員工之組織學習、自我效能與工作績效 之關聯性研究

### A Study on the Relationships among Organizational Learning, Self-Efficacy and Job Performance

陳銘薰<sup>1</sup>（國立臺北大學企業管理系教授兼系主任）

黃嫻琇<sup>2</sup>（國立臺北大學企業管理系研究所研究生）

#### 摘要

企業的核心競爭力已經從有形的技術或製造層面轉變成無形的知識層面，而一個完整的客服組織在開創利潤的過程中，除了需要有足夠知識的客服人員，還要有相關的知識支援體系，才能有效的運作。因此本研究特研究客服人員的組織學習與自我效能、工作績效之間的關聯性。本研究以實體問卷方式，以李克特（Likert Scale）五點尺度測量，總共發放 250 份問卷，回收 150 份問卷，有效份數 139 份。研究結果顯示，組織學習對工作績效有正向影響。顯示客服人員在面對五花八門的顧客要求時，透過組織內部的學習加強，的確對工作績效有其正向的影響。自我效能對組織學習與工作績效間具有干擾效果。當客服人員自我效能感高時，組織學習的影響對工作績效的重要性會較不明顯。且客服人員也會隨著年齡的增長、教育程度越高在自我效能方面也越明顯。

**關鍵詞：**組織學習、自我效能、工作績效

#### Abstract

The core competency of business have transformed from tangible technology or manufacture domain to intangible knowledge domain. A complete customer service organization requires not only customer service personnel with sufficient knowledge but also relevant knowledge support system and in the process of effective profit earning. In view of this, this paper examined the relationship between organizational learning and job performance, with moderating affect of self-efficacy. The questionnaires using paper-and-pencil and Likert five-point scale and were collected 139 valid questionnaires from customer service advisors of call center. The result shows that organizational learning reflects a positive influence over job performance. The result indicates that the customer service personnel are indeed positively influenced through the organization's internal intense learning when coping with a broad array of varied demands from the customer. Self-efficacy does bring a moderating effect over job performance. When the customer service personnel are showing a higher level of self-efficacy, the significance of organizational learning effect over job performance is less obvious. Also, self-efficacy becomes more evident with the growing of one's age and elevation of one's education level

**Keywords:** Organizational Learning、Self-Efficacy、Job Performance

## 消費者對聯合品牌的評價—以紡織品與咖啡品牌結盟為例

### The Consumer Evaluation of Composite Branding Alliance: --Example of Textile and Coffee Alliance

丁瑞華 (輔仁大學織品服裝學系 助理教授)

李依憶 (輔仁大學織品服裝學系)

#### 摘要

本研究目的是想探討聯合品牌是否有助於消費者的評價，並且分析聯合品牌不同的品牌命名順序與延伸契合度是否有差異。研究結果希望作為行銷者在進行聯合品牌時的參考依據。本研究將聯合品牌分為品牌契合度高/低與品牌命名順序前/後，透過實驗設計，以大學生為受測對象，採便利抽樣，共回收 160。研究結果顯示，(1) 消費者對於聯合品牌命名順序前後並無不同的評價。(2) 消費者對聯合品牌產品契合度的高低有不同的評價，即高契合度的聯合品牌產品其評價會高於低契合度的聯合品牌產品。(3) 消費者對高契合度且高知名度命名在前的聯合品牌評價，會高於低契合度且低知名度命名在前的聯合品牌。

**關鍵字：**聯合品牌、知名度、契合度、命名順序

#### Abstract

The purpose of this study is to investigate the effectiveness of composite branding alliance. In composite brand extension, a combination of two existing brand names in different positions as header and modifier is used as the brand name for a new product. Two factors were manipulated in a 2 (composite branding alliance fits: high versus low) x 2 (naming sequence: header versus modifier) between-subjects design. Undergraduate students were recruited as research subject via convenience sampling, result to 160 effective samples. The results indicate that the naming sequence effect have no significant difference. The high fits have better evaluation than the low fit composite branding alliance. The high fit composite branding alliance as header have better evaluation than the low fit composite branding alliance as header.

**Keywords:** composite branding alliance, brand awareness, fits, naming sequence.

# 創業績效關鍵成功因素的 Meta 分析

## The Meta-Analysis of the Key Factors of the Entrepreneurial Performance

張任坊<sup>1</sup> (國立海洋大學運輸科學系)

張博一<sup>2</sup> (國立海洋大學運輸科學系)

張紹勳<sup>3</sup> (彰化師範大學工業教育學系)

### 摘要

創業現在已經成為商業活動主流，而其所創造出之附加價值、促進經濟成長，對台灣經濟體系有很大的貢獻。創業經營者面對競爭激烈的環境，如何提升創業績效脫穎而出，取得競爭優勢的地位，又其所需具備的成功關鍵因素為何，乃是目前創業經營者實務管理上相當重要的課題。

針對創業績效在國內外已有相當多的研究者提出相關研究及其影響指標因素，然此因素構面有許多重疊之處，鮮少有人作較全面性的探討，殊實可惜。

本研究主要探討影響創業績效之因素，以資料庫及回溯法，蒐集 2000-2010 年符合「創業績效」之國外期刊與論文 17 篇，碩士論文 31 篇，共計採用 48 篇為編碼分析樣本；運用彙總分析尋找影響創業績效最具關鍵性成功因素。

結果發現以創業績效的解釋變異能力來看，創業績效之主要關鍵成功因素分別為：知識資源(14.151%)、人格特質(15.583%)、外部環境(21.949%)；而創業動機在創業中，對創業績效之影響相對相較是偏低的，建議進一步探討是否有其他干擾變數(環境、政策等)。

**關鍵詞：**創業績效、彙總研究、關鍵成功因素

### Abstract

Entrepreneurs have already become mainstream of business activities, and then it has a great contribution that it created the additional value and promoted economic growth to Taiwan's economy. Entrepreneurs face fiercely competition environment how to let the entrepreneurial performance stand out from the crowd and achieve competitive advantage which the key factors they required. It is the important issue of entrepreneurs on practical management.

Many researchers bring up relative research and indicators in entrepreneurial performance; however, there are overlaps on dimensions. It is extremely regrettable that few researchers investigate full-scale study.

This study investigates the key factors of the entrepreneurial performance through database and backtracking from 17 foreign journals and theses, and 31 domestic theses totally 48. The journals and theses are fit in entrepreneurial performance and calculated fail safe N, test of homogeneity, weighted average value, true population effect size, 95% confidence interval, explained variance, et cetera. To use the Meta-analysis method finds out the key factors of the entrepreneurial performance.

The study shows the key factors of the entrepreneurial performance are knowledge resource (14.151%), personality (15.583%), and external environment (21.949%). The suggestion of the study is to investigate further study to find out another moderating variable (environment and policy) since entrepreneurial motivation is low influenced on entrepreneurial performance.

**Keywords:** entrepreneurial performance, Meta-Analysis Method, critical success factors

# 房屋仲介業之轉換型領導對企業社會責任之影響

## The Effect of Transformational Leadership on Corporate Social Responsibility in the Real Estate Brokerage

洪春吉<sup>1</sup> (國立屏東科技大學企業管理系 教授)

黃年卉<sup>2</sup> (國立屏東科技大學企業管理研究所 研究生)

### 摘要

本研究之轉換型領導、企業社會責任皆採用學者發展之量表，均具有良好的信效度，本研究亦測得此量表有良好之信效度。

本研究實證結果發現如下：(1)房屋仲介業之轉換型領導對企業社會責任有顯著影響。(2)房屋仲介業之「才智啟發」構面最能影響企業社會責任。(3)房屋仲介業之「理想化影響」、「個人化關懷」、「精神鼓舞」構面亦能影響企業社會責任。(4)房屋仲介業之資深員工在「道德責任」認知高於資淺員工。(5)房屋仲介業之男性員工在轉換型領導與企業社會責任之認知均高於女性員工。(6)房屋仲介業之年輕員工在轉換型領導與企業社會責任之認知高於年長員工。(7)房屋仲介業之大專學歷之員工在轉換型領導與企業社會責任之認知高於其他學歷之員工。

**關鍵字：**轉換型領導、企業社會責任、房屋仲介業

### Abstract

The research results are as follows:(1)Transformational leadership can positively influence the corporate social responsibility in the real estate brokerage.(2)“Intellectual stimulation” can influence the corporate social responsibility in the real estate brokerage.(3)“Idealized influence”, “Individualized consideration” and “Inspirational motivation” can influence the corporate social responsibility in the real estate brokerage.(4)In “ethical citizenship” ,corporate social responsibility is significantly different among the years of service in the real estate brokerage.(5)Transformational leadership and corporate social responsibility are significantly different between gender in the real estate brokerage.(6)Transformational leadership and corporate social responsibility are significantly different among the age groups in the real estate brokerage.(7)Transformational leadership and corporate social responsibility are significantly different among the educational background in the real estate brokerage.

**Keywords:** Transformational Leadership, Corporate Social Responsibility, Real Estate Brokerage

## 旅行業之知識分享對價值創新之影響

### The Effect of Knowledge Sharing on Value Innovation in the Travel Agency

洪春吉<sup>1</sup>(國立屏東科技大學企業管理系暨研究所 教授)

陳秋萱<sup>2</sup>(國立屏東科技大學企業管理系暨研究所 研究生)

#### 摘要

知識分享與價值創新皆為管理領域內重要議題，本研究以台灣重要產業之旅行業為研究母體，實證探討旅行業之知識分享與價值創新之關係與影響差異。本研究之知識分享、價值創新量表皆採用學者發展之量表，均具有良好的信效度。本研究以觀光局行政資訊系統所列國內綜合旅行業為研究母體，以問卷調查方式進行實證研究。

本研究實證結果發現如下：(1)旅行業之知識分享對價值創新有顯著影響。(2)旅行業知識分享之「期望貢獻」與「期望報酬」構面最能影響價值創新。(3)旅行業知識分享之「知識分享的行為」與「期望關係」構面亦能影響價值創新。(4)旅行業主管人員對於價值創新之認知高於非主管人員。(5)旅行業之知識分享在年齡上有部分差異，年長員工在知識分享之「期望關係」上的認知高於年輕員工。

**關鍵字：**知識分享、價值創新、旅行業

#### Abstract

The research results are as follows: (1) Knowledge sharing can positively influence the value innovation in the travel agency. (2) “Expected contribution” and “expected rewards” can influence the value innovation in the travel agency. (3) “Knowledge sharing behavior” and “expected association” also can influence the value innovation in the travel agency. (4) In corporate variables, value innovation is significantly different between position levels in the travel agency. (5) In demographical variables, knowledge sharing is significantly different among the age groups in the travel agency.

**Keywords:** Knowledge Sharing, Value Innovation, Travel Agency

## 自推與拉式動機之觀點探討參觀台北國際花卉博覽會遊客 觀賞後所感受知覺價值、滿意度及再遊意願

### Identifying the Relationships among Travel motivations, Perceived Value, Satisfaction and Revisit Intention- A Case of Taipei International Flora Exposition

袁漱萱<sup>1</sup> (台北商業技術學院企業管理系 副教授)

王語菁<sup>2</sup> (台北商業技術學院企業管理系 學生)

劉映姣<sup>3</sup> (台北商業技術學院企業管理系 學生)

林怡均<sup>4</sup> (台北商業技術學院企業管理系 學生)

翁瑋伶<sup>5</sup> (台北商業技術學院企業管理系 學生)

#### 摘要

近年來政府將觀光與會展產業列為重點發展的服務業，積極規劃與推廣。台北市於 2010 年 11 月 6 日~2011 年 4 月 25 日舉辦台北國際花卉博覽會，吸引 800 萬參觀人次，造成轟動。本研究於花博展覽期間，以參觀花博之遊客為研究對象，自推與拉式動機觀點，瞭解遊客參觀花博之動機與觀賞後所感受知覺價值所形成之遊後滿意度及對日後舉辦類似大型活動之再遊意願。

研究採用問卷調查方式取得有效問卷共計 304 份，使用 SPSS 12.0 統計軟體作為問卷資料之分析工具。經因素分析發現促使遊客前往花博有「人際關係」、「知識」、「放鬆」、「聲譽」、「新奇」五個推力動機因素；「交通」、「文化」及「自然環境」三個拉力動機因素；「精神」及「金錢」兩大知覺價值因素。研究結果亦顯示：旅遊動機與知覺價值正向影響滿意度與再遊意願，滿意度在旅遊動機與知覺價值影響再遊意願的過程中具有部份中介效果。最後本研究提出相關結論與建議做為日後舉辦類似國際性活動之參考。

**關鍵字：**推力動機、拉力動機、知覺價值、滿意度、再遊意願、台北國際花卉博覽會

#### Abstract

In recent years, our government has identified tourism and exhibition and convention industries as key development areas for the service industry with active planning and promotions. The city of Taipei hosted the Taipei International Floral Exposition from November 6<sup>th</sup>, 2010 to April 25<sup>th</sup>, 2011 which attracted eight million visitors and caused a sensation. This study was conducted to analyze visitors of the floral exposition. On the basis of push and pull motivations, this study examined the motivational factors of selecting the floral exposition as a tourism destination and researched visitors' perceived value, satisfaction and revisit intention after touring the exposition.

This study was conducted with Questionnaire Survey using SPSS 12.0 as the analyzing tool. Three hundred and four valid survey forms were obtained. With Factor Analysis, 5 push motivational factors (human relationship, knowledge, relaxation, reputation and novelty),

3 pull motivational factors (traffic, culture and natural environment) and 2 perceived value factors (spirit and money) were observed. The study result also indicates that “tourist motivation” and “perceived value” have positive influence on “satisfaction” and “revisit intention”; while “satisfaction” partially mediates the impact which “tourist motivation” and “perceived value” have on “revisit intention”. Lastly, the conclusion drawn and suggestion provided by this study shall be used as reference for hosting similar international events in the future.

**Keywords: push motivation, pull motivation, perceived value, satisfaction, revisit intension, Taipei international flora exposition.**



## 外商在臺企業人才管理指標建構及其重要性之研究 Prioritizing measures of talent management in multinational enterprises in Taiwan

劉仲矩<sup>1</sup>(國立台北大學企業管理學系)

唐蕙莉<sup>2</sup>(國立台北大學企業管理學系)

### 摘要

因應企業國際化與全球化發展，培養具國際競爭力人才是時勢所趨。企業短中長期經營策略在人才管理上應該建立系統化的管理與規劃，發展結構性指標及界定其重要性就是一個可行的方法。本研究以外商在臺企業為對象，以 20 位具人才管理經驗之人員為對象，經過訪談與詢問歸納出人才管理之指標架構及細項指標，並採取層級分析法來瞭解指標的重要性程度。研究結果發現重要性依序為人才管理運作、人才管理結果、人才管理規劃。上述結果可以協助瞭解外商企業對於全球性人才管理之指標建構情形，提供外商在臺及國內相關企業對人才管理之研究方向與參考。本研究並根據結果提供管理者或實務工作者相關的建議。

**關鍵字：**人才管理、跨國企業、全球人才管理、層級分析法

### Abstract

To be in line with enterprise international and global business development, to cultivate competitive international talents has become an inevitable trend. Enterprise should establish a constitutive norm and identify its priorities to align with its short, middle and long term of business strategic developments. The paper bases on a total of 20 managers and administrators who have experience in talent management in multinational enterprises in Taiwan to generalize a constitutive norm and initiatives of talent management. The study results find that the priorities of talent management constitutive norm are Talent Management Process, Talent Management Result and Talent Management Planning. The results provide the prioritization of measures of global talent management in multinational enterprise and the direction of further research and strategic index of talent management for enterprises in Taiwan. The researchers provide some relative suggestions for academics or practitioners based on the results of this study.

**Keywords:** Talent Management, Multinational Enterprise, Global Talent Management, Analytic Hierarchy Process.

## 第三方物流業創新管理架構之發展 Developing a Managerial Framework for the Innovation of Third-Party Logistics Service Providers (3PLs)

蘇雄義<sup>1</sup>(東吳大學企業管理學系教授)

Liangang Cui<sup>2</sup> (Centre of Logistics and Supply Chain Management,  
Jönköping International Business School, Ph.D. Candidate)

Susanne Hertz<sup>3</sup> (Centre of Logistics and Supply Chain Management,  
Jönköping International Business School, Professor)

### 摘要

根據近年系列個案研究及文獻回顧結果，本文發展出一個第三方物流業的創新管理架構，並做深入的討論。這個架構乃由決策活動、協作活動、收割活動三個階段及回饋迴路所組成。本研究結果不僅增加創新理論的基礎，更對新興第三方物流業的創新文獻有所貢獻。研究所得管理架構可供學者作為探討第三方物流業創新的質化研究工具，同時可做為第三方物流企業發展創新能耐的一項工具。

**關鍵字:** 創新、第三方物流業(3PLs)、管理架構

### Abstract

Drawing on the recent chronological case research results and relevant literature reviews, a managerial framework for the innovation of logistics service providers (3PLs) is developed and discussed. The framework contains the decision-making activities, the collaborating activities, the harvesting activities, and the feedback mechanism. The full cycle can be interpreted as a 3PL innovation management process. The 3PL innovation managerial framework adds to the innovation theory base in general and to the innovation literature of the emerging logistics industry in particular. The managerial framework can be used as a qualitative case study tool for researchers or an innovation competence development tool for 3PL firms.

**Keywords:** Innovation, Logistics Service Provider (3PL), Managerial Framework

# 台灣紡織產業之廠商轉型策略:以力鵬公司為例

## The Transformation Strategy of the Textile Industry In Taiwan : A Case Study of Li Peng Company

黃喜梅<sup>1</sup> (台北商業技術學院企業管理系講師)

蔡進丁<sup>2</sup> (淡江大學產業經濟研究所 副教授)

閻瑞彥<sup>3</sup> (台北商業技術學院企業管理系主任)

### 摘要

本研究透過次級資料的歸納演繹、問卷調查法、深度訪談法及參與觀察法等方法對個案公司的企業轉型策略做研究，期能以此個案的經驗作為台灣紡織業其他廠商轉型的參考。研究發現：個案在理念、環境、實力、策略、執控等五構面於轉型前後均有顯著變化，而其轉型的方法主要透過以下介面：全球化策略、利基創新型商業模式、進退分合策略及產品功能重新定位。此研究亦發現個案公司，無論就財務指標或非財務指標觀察個案公司的轉型均朝正面發展，此個案經驗期能提供台灣紡織業轉型或升級之參考。

**關鍵字：**紡織產業、轉型策略、企業轉型、MERSI

### Abstract

The research aims to explore the business transformation strategy of case company through the induction & deduction of the following data sources : secondary data collecting, questionnaire survey, deep interview & participation observation. The purpose of this research is to find implications or lessons of case company's transformation experience and providing a reference for other firms in Taiwan's textile industry. The research results show there are significant change in five dimensions (Mind, Ecosystem, Resources, Strategy & Implementation) of case company after executing transformation strategy. And this research also discovers the main methods or interfaces of transformation by the case company : globalization, new business model, EEDI (Entry, Exit, Differentiation & Integration) & repositioning function of products. It also supports the view that the case company has transformed toward to the positive direction not only on the financial indicators, but also on the non-financial indicators, and this study case provide a reference to those textile enterprises in Taiwan which plan to up-grade or transform.

**Keywords:** Organizational Learning、Self-Efficacy、Job Performance

## 應用環境心理學探討夜市環境對消費者行爲之影響 Applying Environmental Psychology to Explore the Impact of Night Market Environment on Consumer Behavior

邢姍姍<sup>1</sup>(國立臺北商業技術學院企業管理系 副教授)  
陳俐雯<sup>2</sup>(國立臺北商業技術學院企業管理系 學生)  
徐意茹<sup>3</sup>(國立臺北商業技術學院企業管理系 學生)  
林怡伶<sup>4</sup>(國立臺北商業技術學院企業管理系 學生)  
簡丞彪<sup>5</sup>(國立臺北商業技術學院企業管理系 學生)

### 摘要

本研究應用環境心理學中的 S-O-R 模型,探討夜市環境是否透過內在情緒進而影響消費者之最終反應。本研究採用便利抽樣法,透過人員訪談方式,在師大夜市訪談已逛完夜市之消費者。並依國籍差異提供不同語言問卷,共發出 334 份問卷,有效問卷數 294 份。研究結果發現,夜市環境之服務態度會完全透過愉悅與掌控進而影響再惠顧意願;商品多元與人潮擁擠則會部分透過愉悅與掌控進而影響再惠顧意願;硬體環境與商品價格會完全透過興奮和掌控進而影響口碑;服務態度、商品多元與空間擁擠則會部分透過興奮和掌控進而影響口碑,驗證了 S-O-R 模式的應用。

根據研究結果,本研究分別對商家與管理機構提出具體建議,以改善夜市環境,增進遊客的興致,提昇人民休憩與旅遊的品質。

**關鍵字：**環境心理學、夜市、內在情緒、反應

### Abstract

This study is based on the model of environmental psychology and the S-O-R paradigm, to explore the impact of night market environment on consumers' final response through internal emotional state.

The research utilizes the convenience sampling to conduct interview surveys, which undertook at the Shida Night Market. Different languages were used during the interview in order to communicate with people from different countries. A total of 334 questionnaires were distributed and 294 samples are effective.

This study finds that seller service profoundly influences consumers' attitudes to repurchase through the arousal and the dominance. On the other hand, the arousal and the dominance only partially mediate the impact of crowding and product diversity of on consumers' willingness to make a repurchase. In addition, the arousal and the dominance play vital roles to mediate the causal relation between the word of mouth and the facility, as well as the price. However, the service and the crowded condition only partially affect the word of mouth when the arousal and the dominance play the roles as mediators. From the findings above, we prove the validity of S-O-R model.

In summary, we suggest night market vendors to : 1.Strengthen the night market features 2.Arouse positive emotions 3. Enhance the consumer experience. The tourism bureau should consider improving both the public transportation and the night market space planning in order to provide a better environment in night markets and enjoyable shopping experiences for both local and foreign customers.

**Keywords: Environmental Psychology, Night Market, Internal Emotional, Final Response**

## 連鎖加盟早餐店商店形象及顧客知覺價值 對顧客滿意及顧客續留之影響

### The Influence of Store Image and Customer Perceived Value on Customer Satisfaction and Customer Retention –A Study of Chain and Franchise Breakfast Store

徐純慧<sup>1</sup> (國立台北大學企業管理學系 副教授)

賴怡甄<sup>2</sup> (國立台北大學企管系碩士班 研究生)

#### 摘要

在一年有新台幣 2000 億商機之連鎖加盟早餐市場中，市場的競爭激烈，由於彼此同質性極高，所以如何找出差異化成為連鎖加盟早餐經營業者思索之問題。現在的連鎖加盟早餐市場由傳統「簡單、快速、平價」轉變為強調「精緻、健康、價值」，可知消費者皆希望能獲得較高的價值，期望物超所值。因此本研究從顧客的觀點來探討消費者購買早餐之行爲，藉由問卷調查法，從中找出能提升顧客知覺價值之商店形象屬性，作為連鎖加盟早餐業者經營上之建議，藉由良好商店形象的營造，創造顧客知覺價值並滿足顧客需求，提高顧客滿意，進而提升顧客續留率，達到提升利潤及永續經營之目的。此外，也希望藉由本研究提供有意投入連鎖加盟早餐業經營的創業者，連鎖加盟早餐業經營實務上之建議。

**關鍵字：**商店形象、顧客知覺價值、顧客滿意、顧客續留

#### Abstract

There has NT \$ 200 billion business opportunity a year in the chain and franchise breakfast market, the competition in the markets is competitive. Since the degree of homogeneity is high, it's important for chain and franchise breakfast entrepreneurs to find out the differentiation. Because all the customers want to get more value from the product or service, and expect worth more than it cost, so the chain and franchise breakfast stores now are strive to offer fine, healthy, and valuable food to satisfy customers' needs. This study is from the customer's point of view to explore customers' breakfast purchasing behavior, by questionnaire survey to find out which store image attribute can enhance customers' perceived value, and provide the suggestion to the chain and franchise breakfast operators. By building well store image to meet customers' needs, creating more value to enhance customer satisfaction, increase customer retention rate, therefore the chain and franchise breakfast stores can obtain more profits. In addition, this study also provides practiced suggestions for the person who wants to enter the chain and franchise breakfast industry.

**Keywords:** store image, customer perceived value, customer satisfaction, customer retention

# MIT 微笑標章對知覺品質、知覺價值及購買意願之影響 -以涉入程度為調節變數

## The Impact Of MIT Smile Logo On Perceived Quality, Perceived Value And Purchase Intention-Involvement As Moderator.

施惠鈞<sup>1</sup> (國立台北大學 研究生)

謝錦堂<sup>2</sup> (國立台北大學 副教授)

### 摘要

經濟部工業局為了因應與中國簽訂 ECFA(兩岸經濟合作架構協議)及 FTA(自由貿易協定)對本土產業造成的衝擊，施行了「因應貿易自由化產業調整支援方案」，並推動具有來源國認證概念的台灣製 MIT 微笑標章。

由於台灣製 MIT 微笑標章推行時間較短，國內鮮少有對此的相關研究，故本研究希望透過實證調查，研究台灣製 MIT 微笑標章是否會對知覺品質，知覺價值及購買意願產生影響，並加入涉入程度做為調節變數，釐清三者之間的關連性。

變數操弄為 MIT 微笑標章(有 MIT 標章臺灣製品、無 MIT 標章臺灣製品、中國製品)及涉入程度(高-電扇、低-襪子)，進行 3-2 因子設計，藉以提供給相關行銷人員進行參考。

**關鍵字：**MIT 微笑標章、知覺品質、知覺價值、購買意願、涉入程度

### Abstract

Industrial Development Bureau, Ministry of Economic Affairs response to the impact of local industry in agreement ECFA (Economic Cooperation Framework Agreement) with China and FTA (Free Trade Agreement). They implementation of the 'response to trade liberalization industrial restructuring support programs'. And promote MIT Smile logo that Concealment origin country authentication.

As the implementation of MIT smile logo is short and domestic research is few. so, we want to know the impact of MIT smile logo on perceived quality, perceived value and purchase intention through empirical research, and add in involvement as moderator. Expect to find the relationship with three.

Manipulated variable Included MIT smile logo (Yes, no, Made in China) and involvement (High – fan, Low - socks). Hopes that this 3-2 Between-subject in order to provide reference to the relevant marketing staff.

**Keywords:** MIT Smile Logo, Perceived Quality, Perceived Value, Purchase Intention, Involvement

# 應用 Burgers 方程相似解研究股市動力學的非線性行爲 Using Similarity Solution of Burgers Equation to Study Nonlinear Behaviors of Stock Market Dynamics

林俊仲<sup>1</sup> (國立政治大學企管研究所 博士候選人)

## 摘要

本文採用具對流與擴散效應之非線性 Burgers 方程的抽象物理模型，並有系統地以伸縮群及行波相似轉換求得其相似精確解，而加以應用在建構出股市泡沫形成到崩盤行爲的過程中之股價非線性波動模式。同時，運用此一流體運動系統的抽象概念，企圖在探討股市動力學的極端行爲理論與實證上獲得更多主流理論的支持與驗證。研究顯示，在透過先前研究股市泡沫形成與崩盤行爲的理論脈絡中，經由互動代理人模型中具有黏性效應的從眾行爲加以類比，確實可用抽象的物理概念重新檢視非線性股市行爲的理論意涵。從 1997 年 12 月 1 日到 1999 年 12 月 31 日的德國 DAX 指數與美國 DJIA 指數資料中發現，在局部性的多頭市場振盪頻率比空頭修正階段更高，可說明在股市崩盤過程是由對流效應支配其行爲，長期循環下的多頭市場振盪過程期間明顯地比空頭市場更長，長期下的多頭階段是由對流與擴散效應的交互作用而形成泡沫形成過程，而在空頭修正階段中則由對流作用支配股市動態過程，在不同循環階段中的多頭過程中，會出現明顯高低黏性效應之交錯現象。

關鍵字：Burgers 方程，相似轉換，股市動力學

## Abstract

There have proposed approaches of modeling extreme behaviors in stock market to emphasize the phenomenological burst of speculative bubbles due to endogenous factor and pattern of radical stock market crashes. Alternatively, our studies deeply investigate the relevant issues by adopting similarity solution of Burgers equation. To splice with previous research in Econophysics, further comprehension in the sense of hydrodynamics model are demonstrated. In an emergent perspective with convection and diffusion effects, more novel findings about collective behavior in interacting-agent model linked to violent oscillation of stock market are similar to viscosity effects affecting instability of fluid motion. The significant evidences through DAX and DJIA index have shown the alternation of different fluctuation regimes between bull and bear market stages to reveal the different strengths of herding behavior.

Keywords: Burgers equation ; Similarity transformation ; Stock market dynamic



## 探討公司專利活動年期、專利集中度、專利發明人數對於公司績效影響之研究-以美國製藥產業為例

### **The influence of the age of patenting activities, patent concentration, and number of inventors upon the corporate performance of the American pharmaceutical companies**

陳宥杉<sup>1</sup> (國立臺北大學企業管理系 教授)

黃星睿<sup>2</sup> (國立臺北大學企業管理系 碩士)

#### **摘要**

本研究以專利分析探討美國製藥業產業之經營績效，並以人工類神經網絡的方式進行分析，探討專利活動年期、專利集中度、專利發明人數對公司績效之影響。研究結果發現發明人數會對公司經營績效產生正向影響，而專利活動年期與專利集中度會對公司經營績效產生倒 U 型影響。因此美國製藥業公司想要提升公司績效的話，應該提高其發明人數，並調整其專利活動年期與專利集中度至最適點。

**關鍵字：**專利分析、專利活動年期、專利集中度、發明人數

#### **Abstract**

This study uses patent analysis to explore the corporate performance of the American pharmaceutical industry by use of artificial neural network (ANN). Besides, this paper explores the nonlinear influences of the age of patenting activities, patent concentration, and number of inventors upon corporation performance of the American pharmaceutical companies. The results show that number of inventors has a nonlinearly and monotonically positive influence upon the corporation performance. However, the age of patenting activities and patent concentration have inverse U-shaped influences upon corporation performance. Therefore, if the American pharmaceutical companies want to enhance their performance, they should enhance number of inventors and adjust the age of patenting activities and patent concentration to the optimal points.

**Keywords:** patent analysis; age of patenting activities; patent concentration; number of inventors

## 「回流臺商」之 ECFA 效應－以康師傅控股為例 ECFA Effects on Homecoming Taiwan Enterprises—Taking Tingyi (Cayman Islands) Holding Corporation as Example

陳秋蓉 1 (國立臺北教育大學教育經營與管理學系 助理教授)

林唯馨 2 (國立臺北教育大學兒童英語教育學系)

### 摘要

本研究旨於探究海峽兩岸經濟合作架構協議(Economic Cooperation Framework Agreement, ECFA)對「回流臺商」之股價效應，以具代表性之「回流臺商」－康師傅控股為研究對象，採事件分析法，以三個重要相關事件日實証驗證 ECFA 對康師傅控股之臺灣及原上市地（香港）之股價效應。

研究結果顯示，ECFA 之簽訂對康師傅控股之臺灣及原上市地（香港）股價之效應大抵一致。香港股市與臺灣股市於 ECFA 第三次協商時（事件日一）皆給予康師傅控股顯著正面評價，且香港股市之反應較臺灣強烈，顯示兩市場於此事件日前後皆一致看好康師傅控股之「後 ECFA 時代」之前景；而於 ECFA 簽訂後、立法院三讀通過（事件日二）前，由於朝野共識之不足而使兩市場在信心不足下，皆出現擔心協議無效之顯著負向反應，但臺灣股市於三讀通過後立即回正，顯示投資人於此時仍樂觀看待 ECFA 簽訂後之康師傅控股的經營績效；最後，臺灣股市於 ECFA 正式生效（事件日三）後，因未見事前預期之效應，乃修正過度樂觀之態度，轉予康師傅控股顯著負向之評價，而香港股市於 ECFA 正式生效（事件日三）後，卻轉而呈現不顯著之結果，顯示第三個事件日因接近前一事件日，香港股市對此事件已於前一事件日反應完畢，但此結果亦可能顯示香港股市中有相當比例之投資人，如臺灣投資人般認為成效未如預期，因此修正先前過度樂觀之評價，造成正反面力道勢均力敵，使其股價未呈現顯著異常報酬。

**關鍵字：**兩岸經濟合作架構協議(ECFA)、回流臺商、康師傅控股、事件研究法

### Abstract

This study purposed to take Tingyi (Cayman Islands) Holding Corporation as the representative sample to investigate the ECFA effects on homecoming Taiwanese enterprises stock prices at three relevant event days by employing Event Study Analysis. To be complete and comparable, this study examined Tingyi stock prices in Taiwan and Hong Kong stock markets simultaneously. Results showed that ECFA effects on stock prices of Tingyi Holding Corporation are quite accordant in Taiwan as well as in Hong Kong (original listed place). Both markets showed significant positive assessments during the third consultative meeting of ECFA (event day 1), Hong Kong stock market in particular. It revealed that these two markets are all optimistic about the prospects for the "post-ECFA era". However, before the agreement has gone through the entire three-reading procedure in the Legislative Yuan (event day 2), the opposition threatened to boycott the procedure, which led to the lack of confidence

and the two markets showed the negative reflects due to the concern of the invalidity of the agreement. Though, Taiwan stock market showed positive reflect immediately after the three-reading procedure, which means that investors remained optimistic attitude to the operating performance of Tingyi after the signing of ECFA. Finally, Taiwan stock market corrected its' over-optimistic attitude toward Tingyi Holding Corp. after ECFA becomes effective officially (event day 3), while Hong Kong market showed no significant effect after the agreement becomes effective.

**Keywords : Economic Cooperation Framework Agreement, home coming Taiwanese enterprises, Ting Hisin International Group, Event Study Analysis**

## 零散型產業之品牌體驗與顧客滿意 ~以服飾清潔保養業為例

黃禎豐<sup>1</sup> (國立台北大學企管系 研究生)

方文昌<sup>2</sup> (國立台北大學企管系 教授)

### 摘要

品牌體驗無所不在，在各種市場與產業已經將體驗行銷技巧用於開發產品與改善顧客之間的關係。有鑑於過去對品牌體驗的研究多著重在大品牌、大企業，因此本研究在探討中小企業之零散型產業是否也存在著品牌體驗對消費者的影響？業主可否藉著改善消費者品牌體驗而提高顧客滿意。

本研究主要探討消費者在零散型產業裏，面對多店或是小型連鎖店品牌體驗是否影響顧客滿意。因此本研究目的為瞭解(一)品牌體驗與顧客滿意的關係。(二)產品涉入、品牌體驗與顧客滿意的關係。

零散型產業中的服飾清潔保養業為本研究的實證對象，藉由問卷調查方式，透過信度分析及簡單迴歸分析檢定假說。結果發現消費者的品牌體驗對顧客滿意有部分顯著正向影響；同樣的以產品涉入為調節變數品牌體驗對顧客滿意有顯著正向影響。

**關鍵字：**品牌體驗、顧客滿意、產品涉入、零散型產業

### Abstract

Consumer brand experience is critical for developing marketing strategies for goods and services. Most studies analysis the brand experience of famous brands and enterprises. Does brand experience affect consumer satisfaction directly in small and medium-sized enterprises of fragmented industry? The study examines the factors improve the consumer satisfaction in small and medium-sized enterprises of Cleaning & Laundry Service industry. The author presents the analysis of relation of brand experience, customer satisfaction and involvement with products. This research finds that brand experience affects consumer satisfaction by product involvement.

**Keywords:** brand experience, customer satisfaction, product involvement, fragmented industry.

組織公平及角色壓力對於員工組織承諾之影響  
—以社會支持作為調節變數  
**A STUDY OF ORGANIZATIONAL JUSTICE, ROLE  
STRESS, AND ORGANIZATIONAL COMMITMENT —  
SOCIAL SUPPORT AS A MODERATOR**

林珮文<sup>1</sup> (臺北商業技術學院商學研究所 EMBA研究生)

閻瑞彥<sup>2</sup> (臺北商業技術學院企業管理系 副教授)

**摘要**

本研究旨在探討國內民營企業員工對於組織公平、角色壓力對於組織承諾之相關研究。此外，本研究以社會支持作為干擾變項，探討民營企業的員工在高度的社會支持之下，是否能夠減緩其因組織公平性及角色壓力所帶來的影響，進而提升員工之組織承諾。期望透過本研究的探討與分析，對未來民營企業在管理員工及訂定策略時有所助益。

**關鍵字：**組織公平、角色壓力、組織承諾、社會支持

**Abstract**

This study examined the relationships of employees in domestic private enterprise on organizational justice , role stress, and organizational commitment. Social support was a moderator to examine that employees of the private enterprise have high social support could release their organizational justice, role stress and to enhance their organizational commitment. The conclusions of this study might help for private enterprise supervisors to manage employees and make decision

**Keywords:** Organizational Justice, Role Stress, Organizational Commitment, Social Support

## 觸覺會影響手機的知覺品質嗎? Does Touch Affect Perceived Quality of Mobile Phone?

郭珮儀<sup>1</sup>(國立臺北大學企業管理學系 研究生)

方文昌<sup>2</sup>(國立臺北大學企業管理學系 教授)

### 摘要

目前手機行業已經達到其生命週期的成熟階段。這階段的特點是除了市占率競爭的加劇，製造商在新產品上更是普遍提升，例如推出智慧型手機。不幸的是，依技術功能或品質來區分產品更加困難。象徵意義的提供了另一種方法來區分產品。由於象徵意義，否則難以區分的產品，讓消費者的心目中對產品有區別的。這項研究以品牌個性量表的實際應用，確認在手機市場中品牌個性的存在，其後尋求品牌的手機來形容目前的定位。

先前的研究發現，觸覺輸入會影響顧客的態度和行為，但大多數研究在這方面是著重在於診斷輸入的研究。本研究的主要目的則是調查非診斷觸覺線索對消費者的知覺品質的影響，並加以研究快樂型觸摸與非診斷觸覺線索和消費者的知覺品質判斷。這個概念是提透過產品包裝的觸覺線索轉移到對產品本身的評價。

**關鍵字：**品牌個性、觸覺、快樂型觸摸、知覺品質

### Abstract

The mobile phone industry has reached the maturity phase of its lifecycle by now. This stage is characterized by increased market competition with fierce battle for market share and relevance among manufacturers as a result of market saturation induced by the general increase in new product development, such as the introduction of 'Smart' phones. Unfortunately, differentiating products based on their technical functions or quality has never been more difficult. Symbolic meaning provides another way to differentiate products. Due to symbolic meaning, otherwise indistinguishable products become differentiated in the eyes of the consumer. This study offers a practical application of the Brand Personality Scale by first, verifying the existence of brand personality in the mobile phone market and thereafter seek to describe the current positioning of brands of mobile phones.

Prior research has found that touch input has an influence on customer's attitude and behavior, but most research in this area focused on diagnostic input. The main purpose of this research is to investigate the effects of nondiagnostic haptic cues on customer's perceived quality, and examine if autotelic need for touch moderate between nondiagnostic haptic cues and customer's perceived quality judgments. The concept is that the perceptual transfer of haptic cues from product container to evaluation of the product itself.

**Keywords :** Brand Personality 、 Touch 、 Autotelic NFT 、 Perceived Quality

# 國際供應鏈之結構性傳遞效果影響臺灣證券市場之研究

## A Study on international supply chain in structural transmission effect to Taiwan stock market

蔣岡霖<sup>1</sup> (萬能科技大學財務金融系 助理教授)

### 摘要

本文以國際供應鏈分工之觀點選擇占臺灣之貿易總額前五名的國家對臺灣證券指數所傳遞之效果影響進行研究，並利用時間序列相關模型發現未來股價指數之預測性，本研究進行 Granger 因果關係分析、時間序列分析、單元與雙元一般化自我迴歸條件變異數 (GARCH & Bi-GARCH) 研究與分析，研究結果發現，以 Granger 因果關係分析得知臺灣與其往來之前五大貿易國的證券指數確實有顯著因果關係之傳遞效果影響，又以單元一般化自我迴歸條件變異數 (GARCH) 進行分析，結果發現，臺灣、美國、日本、香港、中國與南韓的證券市場皆受其自身過去之時間序列所影響，而在價格發現之預測效果方面以美國最佳，其次是臺灣、香港、南韓、日本與中國，接著，以雙元一般化自我迴歸條件變異數 (Bi-GARCH) 進行研究，結果發現，對臺灣而言，美國、日本、香港、中國和南韓之前 1 期末預期變動交乘項對條件共變數對臺灣的影響是正向，由上述實證結果得知，臺灣受其各別所佔有之貿易前五大國之傳遞效果影響，在國家資源依賴、供應鏈分工與產業結構下產生傳遞效果影響與價格發現，本文特別將此研究發現，命名為結構性傳遞效果，而會產生傳遞效果影響的是在結構性上具有高度依存度的國家，此為本文顯著之研究貢獻。

**關鍵詞：**結構性傳遞效果、供應鏈、產業結構、時間序列、價格發現

### Abstract

This paper presents an analysis of the transmission effect Taiwan's supply chain to stock markets. The paper selects total trading volume those are top five trading volume countries with Taiwan. We also study the industrial structure change will affect the stock market to Taiwan in supply chain. The study uses Granger causality analysis and time series model (GARCH and Bi-GARCH) to find out the future stock index and establish price forecast model.

The result finds Granger causality that the transmission effect is exist Taiwan with their top five countries of trading volume. Taiwan, United States, Japan, Hong Kong, China and South Korea are subject to influence themselves in GARCH model. Using Bi-GARCH the result of the data analysis shows those Taiwan and top five trading volume countries have an unexpected change in conditions of total pay by covariance on the positive impact. This study found under the dependence of national resources, supply chain division of labor and

industrial structure these have conditions of transmission affect and price discover. For this result, we are especially definition a new name, structural transmission effect, for a significant contribution to this paper.

**Keywords: Structural transmission effect, supply chain, industrial structure, time series, price discover**



## 律師事務所如何保留顧客？ How a Legal Firm to Retain Customer ?

許雅婷<sup>1</sup>(國立臺北大學企業管理學系 研究生)

方文昌<sup>2</sup>(國立臺北大學企業管理學系 教授)

### 摘要

鑑於法律服務市場日趨競爭的情形下，相較於其他行業而言，因為法律從業人員為避免律師倫理規範中招攬訴訟之疑慮，並無較為具體的廣告、行銷行為，所以律師事務所如何聯繫並維護與顧客間的關係，以保留顧客，並進一步達到口碑行銷之效果吸引新顧客即顯得重要。所以本研究之重點包括探討律師事務所以顧客關懷為手段對於顧客保留之影響，及顧客關懷是會透過資源、能力與外部環境的機會配合、一致的策略配適，加強顧客保留之效果。本研究發現顧客關懷對於顧客保留有正向關係，且策略配適對顧客關懷對顧客保留之影響，確有加乘效果之關聯性存在。本研究之結論，有助於律師事務所透過顧客關懷及策略配適以保留顧客，更進而創造競爭優勢。

**關鍵字：**顧客保留、顧客關懷、策略配適、法律服務

### Abstract

Given the market of legal services is getting increasingly competitive, legal practitioners, when compared to those in other industries, have less advertising or marketing actions so as to avoid the concerns of soliciting lawsuits, which is prohibited by the Ethics Rules for Attorneys. In light of this, it is obviously significant in respect of how law firms establish and maintain the relationships with clients in order to retain them, and how to attract new clients through the effect of word of mouth. Therefore, the focuses of this study include the influences of client care, a means taken by law firms, on customer retention, and whether or not client care will enhance the effect of customer retention through strategic fit, the match of resources and capabilities with the opportunities in the external environment. This study found that client care has positive effect on customer retention, and strategic fit does have multiple advantageous influences on the positive effect of client care on customer retention. The conclusion of this study will be contributive to law firms' retaining customers through client care and strategic fit, following which law firms will have greater competitive advantage.

**Keywords :** customer retention 、 client care 、 strategic fit 、 legal service

# 台灣蘋果概念股投資人對賈伯斯辭職事件之反應

## The Reaction of Taiwanese Investors in Apple-Related Stocks to the Resignation of Steve Jobs

王永昌<sup>1</sup> (中國文化大學財金系 教授)

冉祥薈<sup>2</sup> (中國文化大學財金系 研究生)

### 摘要

本文利用事件研究法檢視 2011 年 8 月 24 日賈伯斯(Steve Jobs)辭任蘋果電腦公司執行長職務對台灣蘋果概念股股票的異常報酬率之衝擊。

實證結果指出，在事件期(30 日)中，逐日計算的蘋果概念股平均累積異常報酬率皆為負值。除第-10 日和第-9 日未通過 5%水準的顯著性檢定外，其後第-8 日至第 20 日均通過 5%水準、1%水準、甚至於 0.1%水準的顯著性檢定，表示在事件日前，股票市場中有關賈伯斯即將辭職一事的預期可能已經形成；多數極為顯著的 t 值顯示台灣股市投資人對賈伯斯辭職事件有相當強烈的負面回應。

實證結果進一步指出，在事件日後第 17 日，受賈伯斯辭職影響的蘋果概念股的平均公司市值減少了 10.77%。

**關鍵字彙：**股票市場、賈伯斯、異常報酬率、事件研究法

### Abstract

Using the event study, this paper examines the impact of the resignation of Steve Jobs, CEO of Apple Computer, on August 24, 2011, on the abnormal returns of Apple-related shares in the Taiwan Stock market.

Evidence indicates that, in the event window of 30 days, the daily cumulative abnormal returns for the Apple-related shares are all negative. Though statistically insignificant at the 5% level for the -10<sup>th</sup> day and the -9<sup>th</sup> day, the cumulative abnormal returns for the -8<sup>th</sup> day through the 20<sup>th</sup> day are all statistically significant at the 5%, 1%, and even 0.1% levels, which shows that the resignation of Steve Jobs might have been expected in the marketplace prior to the event day. A number of extremely significant t values also show that Taiwanese investors in the stock market reacted dramatically and negatively to Jobs' resignation.

Evidence, furthermore, indicates that the value of the Apple-related companies shrinks, on the average, by 10.77% on the 17<sup>th</sup> day due to the event.

**Keywords:** Stock Market, Jobs, Abnormal Returns, Event Study

# 包含技術分析原理之波動性預測：以股票市場為實證 Volatility forecasts by involving the principle of the technical analysis: Evidence from the stock markets

蘇榮斌<sup>1</sup> (中華科技大學財金系 副教授)

## 摘要

本研究透過準確性評估，來討論蠟燭線之上、下影線及實體棒對波動性估計之影響，並以股票指數為標的作詳盡分析。為此目的，使用非對稱 GJR-X 及 GARCH-X 模型來捕捉股票市場之買壓及賣壓特徵，並進一步檢驗上述外生變數對波動性及報酬率預測之影響。由實證結果顯示，前一天上、下影線分別會減少或增加本日報酬率，前一天上、下影線同時會增加本日波動性。另針對此上、下影線會對波動性及報酬率產生不對稱反應。而且前一天之黑心、白色實體棒分別會增加或減少本日之報酬率及波動性。另外從準確性觀點來看，對股票市場之波動性預測，不論採用 GARCH 類型或 GJR 類型模型，實體棒之影響比上下影線來得重要。此外，非對稱之波動性模型 GJR 比對稱之波動性模型 GARCH 有較佳之樣本外預測性能。

**關鍵字：**波動性、蠟燭線、技術分析、非對稱 GJR-X 模型

## Abstract

This study provides comprehensive analysis of the possible influences of the real body, and both upper and lower shadows of candlestick of prior day on volatility estimation through the evaluation of accuracy covering a range of stock indices. To this end, the asymmetric GJR-X and GARCH-X models were adopted to grasp the characteristics of the buying and selling pressure and examine the effect of these abovementioned exogenous variables on return and volatility forecasting. Empirical results show that, the upper (lower) shadow of prior day can reduce (increase) the return today. Conversely, both upper and lower shadows of prior day can increase the volatility today. Notably, with regard to these two shadows, there exists an asymmetric response for both volatility and return. Moreover, the black (white) real body of prior day can increase (decrease) the return and volatility today. Furthermore, from the viewpoint of accuracy, the influence of the real body is more important than upper and lower shadows on volatility forecasts in stock markets, irrespective of whether the GARCH-based or GJR-based model is used. Additionally, the asymmetric volatility specification, GJR-based model, has the better out-of-sample volatility forecasting performance as compared with the symmetric volatility specification, GARCH-based model.

**Keywords:** volatility, candlestick, technical analysis, asymmetric GJR-X model

## 董事會結構與企業盈餘品質 Board Structure and Earnings Quality

陳玉芬<sup>1</sup> (大葉大學企管系 副教授)

林福來<sup>2</sup> (大葉大學財金系 助理教授)

翁育鈴<sup>3</sup> (大葉大學財金系 學生)

### 摘要

過去研究以整體家族董事或法人董事做為探討企業董事會結構對盈餘品質影響之變數。然而，因大部份家族董事亦兼具法人或經理人身份，而法人董事亦兼具家族或經理人身份。本研究以不同角度切入，將董事會結構再細分為具家族身份之個人董事、具家族身份之經理人董事、不具家族身份之經理人董事、兼具家族與法人身份之董事、法人指派之個人董事、法人指派之經理人董事、法人指派兼具家族與經理人身份之董事與獨立董事等 8 種身份別之董事佔董事會席次之比率以進一步了解不同身份別董事對企業盈餘品質之影響。

研究結果發現具家族身份之董事並未依部份研究或一般主觀印象中所發現，操弄企業盈餘而降低盈餘品質。相反的，企業董事具家族身份席次愈高，則盈餘管理的幅度將愈小，盈餘品質愈佳。法人所指派之董事比，則未完全如一般文獻所示，可提升企業之盈餘品質。若法人指派之董事具經理人身份比率愈高者，經理人可能因自身利益而操弄盈餘管理，因而降低盈餘品質。而獨立董事席次比愈高，確實有助提昇企業之盈餘品質。

**關鍵詞：**董事會結構、家族董事、法人董事、盈餘品質、盈餘管理

### Abstract

Empirical studies regarding the influences of board directors on a firm's earning quality focus on the impacts from family members as well as institutional directors. However, some family members are assigned by institutions or serving as managers in the firms and some institutional directors are also managers. Directors with different identities will make different firm policies based on their own interests. In this paper, we divide the components of board into eight identities: 1) individual directors, 2) family members who are managers, 3) family members who are assigned by institutions, 4) family members who are managers assigned by institutions, 5) institutional directors, 6) managerial directors who are assigned by institutions, 7) managerial directors and 8) independent directors. We investigate how these identities of board members affect a firm's earnings quality.

The results show that the larger the proportion of family members in a board is, the higher the earnings quality. On the other side, the larger the proportion of managerial directors assigned by institutions is, the lower the earnings quality. Independent directors help to improve a firm's earnings quality.

**Keywords :** board structure 、 family director 、 corporate director 、 earnings quality 、 earnings management.

## 總體經濟變數及國外匯率對中國大陸匯率之影響 The Influences of Macroeconomic Variables and Foreign Exchange Rates on China Exchange Rate

傅澤偉<sup>1</sup> (國防大學國防管理學院財務管理研究所 副教授)

蔡明達<sup>2</sup> (國防大學國防管理學院財務管理研究所 研究生)

### 摘要

近年來，中國大陸一躍成爲世界貿易大國，而且取代美國成爲我國主要出口國家及貿易順差國家，因此觀察影響中國大陸匯率制定因素有其必要性。本研究對象爲美、韓、日、台等國家，採用共整合分析、因果關係檢定，建構總體經濟變數及國外匯率影響中國匯率的模型觀察其動態關連性。

研究發現，中國大陸本身總體變數與匯率存在著共整合關係，顯示當總體經濟波動時，長期會影響人民幣匯率走勢。央行爲控制通貨膨脹，當通貨膨脹升高時，中國爲抑制通貨膨脹使得匯率升值以降低通貨膨脹。因果關係檢定中國大陸匯率受韓國影響之關聯性。

**關鍵字:** 匯率、共整合檢定、因果關係檢定

### Abstract

In recent years, China becomes the world's largest trading country and replaces U.S. as Taiwan's main export country; it is also has high trade surpluses. It is an important issue to discuss what factors influencing the China exchange rate, Applying co-integration analysis and causality test to construct dynamic model which consisting macroeconomic variables and the exchange rate of three countries such as Korea, Japan and Taiwan.

The study suggests that there exist co-integration relationships between the exchange rate and macroeconomic variables. To control the inflation, the central bank of China will appreciate RMB to curb control inflation. The Causality test shows that China is influenced by South Korea rate.

**Keywords :** Exchange Rate、Co-Integration Test、Causality Test

## 以體驗價值觀點探討維基百科創作者知識分享行為之研究

包冬意<sup>1</sup> (大葉大學資訊管理學系 副教授)

黃焱麟<sup>2</sup> (大葉大學資訊管理學系 碩士生)

### 摘要

由於知識資源與創新能力可為企業帶來競爭優勢，知識管理的研究逐漸受到重視。企業員工為了提升創新能力開始重視維基百科這個網路平台上的知識資源。維基百科是一個由眾人集體協作的線上百科全書，來自四面八方的創作者完全是無酬且自願的。本研究對哪些因素會促成維基百科的創作者進行知識分享感到興趣。本研究以理性行為理論為理論架構，導入體驗價值等影響變數，探討國人維基百科中文創作者知識分享行為之因素，以問卷調查法收集資料，並對資料進行量化統計的資料分析。研究結果顯示：主觀規範並不影響忠誠度；體驗價值觀點四個構面中，工具價值與責任價值正向影響忠誠度，快樂價值與地位價值並不影響忠誠度；而忠誠度均正向影響以期間、頻率、強度等三種衡量方式的知識分享行為。本研究結果與管理意涵可供國人與企業經營者參考。

**關鍵字：**知識管理、體驗價值、知識分享、理性行為理論、維基百科

### Abstract

Given that knowledge resources and innovation capabilities can potentially bring competitive advantages to businesses, research into knowledge management is increasingly important. In order to raise their innovation capabilities, employees in all businesses begin to cherish knowledge resources in the Wikipedia platform on the Internet. Wikipedia is a web-based collaborative encyclopedia written by massive volunteers around the world. They create knowledge for free. This research is concerned with those factors enabling Wikipedia writers' knowledge sharing behaviors. Based on the Theory of Reasoned Action, this research introduces experiential value as the affecting variables and investigates which variables affect Wikipedia Chinese writers' knowledge sharing behaviors in our country. Survey research is conducted and statistical data analysis is done on the data collected by using questionnaires. The results of this research are as follows: subjective norm does not affect loyalty ; in the four variables of experiential value, utilitarian value and obligation value positively affect loyalty while hedonic value and status value do not ; loyalty positively affects knowledge sharing behaviors whether they are measured as duration, frequency, or intensity, respectively. These results and managerial implications are given to people and managers of businesses in our country for references.

**Keywords :** Knowledge Management 、 Experiential Value 、 Knowledge Sharing 、 Theory of Reasoned Action 、 Wikipedia

探討人口總量、人均碳排放量與再生能源對經濟發展之影響

## 探討人口總量、人均碳排放量與再生能源對經濟發展之影響 **The effect of population, carbon emissions and renewable energy on economic development**

陳宥杉<sup>1</sup>（國立臺北大學企業管理系 教授）  
邱郁雯<sup>2</sup>（國立臺北大學企業管理系 碩士）

### 摘要

本研究以 1980-2009 年全球 130 個國家的縱衡資料，研究人口總量、二氧化碳排放量與再生能源對經濟發展之影響。結果發現全球總人口數對經濟發展呈現先上升後下降之倒 U 型關係，而碳排放量對經濟發展也呈現倒 U 型關係，顯示若無限制的排放碳汙染，對經濟發展有相當程度的阻礙。另外再生能源與經濟發展呈現正向關係，顯示再生能源的開發與經濟發展並非不能並存，是能夠相輔相成的。

**關鍵詞：**再生能源、人口總量、碳排放量、經濟發展、環境 Kuznets 曲線

### Abstract

This study examines the effect of population, carbon emissions and renewable energy on economic development by using the panel data of 130 countries worldwide from 1980 to 2009. The results show population has an inverse U-shaped influence upon economic development. Besides, carbon emissions and economic development also have an inverse U-shaped relationship which indicates that if there is no limit of carbon emissions, economic development would be hindered. However, renewable energy has a nonlinearly and monotonically positive influence upon the economic development. Therefore, the development of renewable energy is beneficial for economic development over time.

**Keywords:** Renewable Energy; Population; Carbon Emissions; Economic Development; Environmental Kuznets Curve.



## 城市置入電影中的情境對旅遊意願的影響 The Influence of Sightseeing Spots Placement on City Marketing

陳玫真 1 (國立台北商業技術學院企業管理系 副教授)

江雨桐 2 (國立台北商業技術學院企業管理系 學生)

詹雅筑 3 (國立台北商業技術學院企業管理系 學生)

### 摘要

「城市行銷」成爲近來電影界中的熱門話題，國片結合城市不僅能帶來觀光人潮，更能將台灣推向國際，藉由影視力量行銷國家觀光，已經變成了世界趨勢。一個成功的城市行銷案例，除了戲劇本身能不能吸睛、置入方式是不是合理之外，彼此緊密的配合互惠，也是不可或缺的元素之一；更重要的是，被置入的地方不能僅僅是露出，應該被升等爲配角的角色，跟故事情節有互動，才能讓觀眾投射更多的情感在裡面。

本研究探討城市景點置入電影中進行城市行銷，是否會影響消費者至該地的旅遊意願；而城市置入的情境(正向與負向)是否會產生不同的置入效果，並討論對演員的印象是否會透過置入效果產生旅遊意願。結果顯示置入情境對城市態度有差異，而演員印象透過形成城市態度與回憶度而影響旅遊意願，並提出研究意涵與對實務界的建議。

**關鍵字：**城市行銷、置入情境、演員印象、置入效果、旅遊意願

### Abstract

City marketing attaches importance to filmdom recently. Taiwan movies combine city not only bring more sightseeing tourists but also promot Taiwan to international. It becomes the trend with movie to marketing nation in the worldwide. A successful city marketing should integrate the city into plot of the play. The most important is city placement must interact with the story. The movie will move the audiences.

The study aims to investigate the impacts of city placement in the movie for the city marketing. The actors image affects placement effects. The findings reveal that placement situation is positively associated with city attitude and city memory. Furthermore, the impacts of actors image on movie is mediated by placement effects. We conclude with managerial implications and directions for future research.

**Keywords :** city marketing 、 placement situaion 、 actors image 、 travel intention

# 以科技接受模式與創新擴散理論探討新科技產品行銷策略 —以骨傳導無線通訊裝置為例

## Application of TAM and DIT in New Technology Product Marketing Strategy—An Example of Bone Conduction Device with Wireless Communication

樊祖燁<sup>1</sup>（致理技術學院商務科技管理系 助理教授）

梁志賢<sup>2</sup>（新興盛科技股份有限公司 協理）

劉彩萍<sup>3</sup>（致理技術學院商務科技管理系 學生）

蔡盛全<sup>4</sup>（致理技術學院商務科技管理系 學生）

蔡佩容<sup>5</sup>（致理技術學院商務科技管理系 學生）

### 摘要

科技接受模式與創新擴散理論多用來探討消費者對於新科技產品的接受程度。本研究嘗試以此兩種理論探討一家台灣自有品牌電子眼鏡公司（後稱個案公司）的行銷策略，並試圖以本個案推導出未來進行量化研究之命題。經過本個案之研究可得出下述之命題：消費者對於新科技產品的接受程度與科技接受模式及創新擴散理論相符，惟其購買行為仍遵循 AIDA 之步驟，且是以理性行為來進行其購買行為。

**關鍵字：**骨傳導、藍牙科技、理性行為理論、科技接受模型、創新擴散模式

### Abstract

There are a lot of literatures discussing the Technology Acceptance Model and Diffusion of Innovations Theory on customers adopt new technology product. The marketing strategy of a Taiwan electrical glasses company was discussed by these two theories in this study and derived a proposition: customers will adopt new high technology product follow TRM and DIT theories, but their buying behavior still based on the AIDA steps and use reasoned action.

**Keywords :** bone conduction, bluetooth technology, theory of reasoned action, technology acceptance model, diffusion of innovations theory

# 壁報論文

# 我國與歐洲新興市場國家創業環境之比較分析

## A Comparative Analysis of Start-up Environments between Taiwan and Emerging Markets in Europe

曾秀梅<sup>1</sup> (義守大學國際商務學系 助理教授)

### 摘要

本研究以法規制度的觀點，比較我國與歐洲新興市場國家創業環境之差異性。本研究引用世界銀行發行的「營商環境」報告書中之「企業開辦」、「財產登記」及「建照申請」三大群組項目為創業環境指標變數，透過敘述統計及相關分析，探討其八年來之變革及現況。結果顯示，我國六十年的創業環境發展沒有凌駕於歐洲新興市場國家僅有二十年的創業歷史，而有些項目我國卻落後其中。

**關鍵字：**新興市場，創業

### Abstract

The study is, on the prospect of regulations, to compare the start-up environments between Taiwan and EU emerging markets. The data criteria apply the annual reports, Doing Business, by World Bank, including "starting a business", "registering property" and "dealing with construction permits". The descriptive statistics and correlation analysis are used to explore the eight-year changes and status. The result shows that Taiwan, with 60-year development on start-up environments, is not greater than EU emerging markets where hold only 20-year start-up history. Even, Taiwan is backward in some criteria of our study.

**Keywords:** emerging markets, Start-up

## **Should a manufacturer sell his product through an independent retailer (vertical separation) or directly to consumers (vertical integration)?**

Chi-Ting Chin<sup>1</sup>(*Department of Risk Management and Insurance, Ming Chuan University*)

### **Abstract**

Bonanno and Vickers (1988) show that vertical separation is profitable and is interested by manufacturers in the collective, as well as the individual, if franchise fees can be used to extract retailers' surplus. However, their analysis is derived within the goods market only, and hence ignores that the double marginalization injures the community. This paper develops a simple endogenous growth model with monopolistic competition, in which both structures of vertical integration and vertical separation can be described, and finds that vertical separation reduces both the balanced growth rate and the social welfare.

**Keywords: Vertical separation; Vertical integration; Imperfect competition; Endogenous growth; Social welfare**

# 躉售旅行業經營策略之研究

## A Study on the Management Strategy of Tour Wholesaler Business

顏正豐<sup>1</sup> (萬能科技大學 助理教授)

陳金足<sup>2</sup> (萬能科技大學 講師)

### 摘要

本研究以質性研究方法中的深度訪談法、行動研究法及迷你團體焦點訪談法，根據事先擬定的訪談大綱，進行半結構性訪談，樣本則是採立意選樣方式透過與台灣員工人數最多、最少、產業面最廣與唯一上市旅行社等四家大型躉售業經營者訪談與互動，從專業角度探討並驗證經營策略與躉售旅行業之因果關係。本研究獲得以下結果與發現：

1.躉售業務是綜合旅行社擴大規模準備的最佳途徑。2.綜合旅行社中已不存在只做躉售業務的躉售業者。3.躉售業的進入門檻已提高，不易有新競爭者進入。4.電子商務改變了躉售業的通路及佔有率。5.躉售業是未來明日之星，掌握了機位的制空權及選擇權。

**關鍵詞：**躉售旅行業、綜合旅行社、經營策略

### Abstract

This study is include the in-depth interviewing, action research and focus group interviewing of the qualitative research method. Using purposeful sampling to select four large wholesale managers, whose companies have respectively the most employees, the least employees, the broadest development and the last the only listed company in over the counter, interviewed and interacted with them. The cause-and-effect relationship between management strategy and tour wholesaler will be explored and examined from a professional approach, to design a management strategy that fits each company. This research has following discoveries: 1.Tour wholesaler is the best way for consolidated travel agencies to enlarge their scale. 2.There is no pure tour wholesaler in the field of travel agency. 3.The threshold of tour wholesaler has been increasing, so it is not easy for new competitors to enter. 4.The electronic commerce has changed the supply chain and market share of the tour wholesaler. 5.The prospect of tour wholesaler is promising, and will affect the command and choice of airline seat.

**Keywords :** Tour Wholesaler、Consolidated Travel Agency、Management Strategy

## 證券業服務品質之研究

黃玉梅<sup>1</sup> (育達商業科技大學企業管理系及研究所 副教授)

蕭惠文<sup>2</sup> (中國科技大學企業管理系 系主任)

徐仁政<sup>3</sup> (日進證券股份有限公司 協理)

### 摘要

目前國內對於服務品質的相關研究頗多，但是應用在證券業的研究卻顯得相對稀少，本研究以苗栗地區證券專業經紀商的投資人為研究對象，希望探討證券業的服務品質相關性研究結果，並據此提出建議，作為證券業者提高服務品質的參考。

本研究採用問卷調查法，透過 spss 統計軟體分析，以便利抽樣法進行 1200 位投資人的問卷發放，其中有效問卷 636 份，有效問卷回收率為 53 %。本研究有效樣本採用獨立樣本 t 檢定、單因子變異數分析等方法檢定後，研究結果發現：

投資人不同背景變項中性別、年齡、教育程度在證券業提供服務品質的感受上沒有顯著差異；不同背景變項中職業、交易頻率與交易金額在證券業提供服務品質的感受上具有顯著差異。

**關鍵字：**證券業、服務品質

# 台灣中小企業國際化程度及其績效間關係之研究

## Relationships between the Degree of Internationalization and Performance in Taiwan's SMEs

王居卿<sup>1</sup> (淡江大學企業管理學系教授兼管理學院 院長)

### 摘要

中小企業的國際化程度及其績效間之關係在過去數十年來一直是一個有趣且值得去探討的議題。本研究以出口銷售額占總銷售額之比例(ESR)為自變項，資產報酬率(ROA)、純益率(ROS)及股東權益報酬率(ROE)為依變項，去探討台灣中小企業國際化程度對於企業績效的影響。本研究以中華民國經濟部中小企業處 (the Small and Medium Enterprise Administration, Ministry of Economic Affairs) 每年所舉辦的「小巨人獎 (the Rising Star Award)」之過去 13 年(1996~2008)得獎企業中之 42 家中小型製造商為研究對象，資料來源則以次級資料為主。經由 SPSS 12.0 軟體中的曲線估計及迴歸分析去進行實證性探討後，有下列重要發現：

- (一)高科技產業之中小企業比傳統產業之中小企業較早進入國際市場。
- (二)中小企業國際化程度與其績效間呈現倒 U 型曲線之關係，而其最適水準為 54.89%。
- (三)企業員工人數對於績效有顯著之正向影響。
- (四)企業資本額對於績效有顯著之負向影響。
- (五)企業負債比率對於績效有顯著之負向影響。

**關鍵字：**中小企業、國際化程度、企業績效

### Abstract

The relationship between internationalization and performance for the small and medium-sized enterprises (SMEs) has been an issue to be explored valuably and interestingly in past decade. This study will examine the relationship by curve and hierarchical regression analysis based on the data collected from 42 SMEs in Taiwan's manufacturing industries over a 13-year (1996-2008) period. Followings are some important findings:

- 1.The manufacturers of the high-tech products enter the international market are more fast than the traditional manufacturing industry.
- 2.For the SMES, the relationship between the degree of internationalization (DOI) and performance is inverted U-shaped, and the critical point is 54.89%.
- 3.The number of employee has significantly positive influence on performance.
- 4.The paid-in capital has significantly negative influence on performance.
- 5.The debt level has significantly negative influence on performance.

**Keywords :** SMEs, internationalization, enterprise performance.



## 台灣機車產業未來發展之模式

### - 以三陽工業股份有限公司為例

黃慧華<sup>1</sup> (中國科技大學行銷與流通管理系 助理教授)

林紋蕙<sup>2</sup> (中國科技大學行銷與流通管理系 學生)

林芳仔<sup>3</sup> (中國科技大學行銷與流通管理系 學生)

雷 蕾<sup>4</sup> (中國科技大學行銷與流通管理系 學生)

楊心慧<sup>5</sup> (中國科技大學行銷與流通管理系 學生)

田莉萍<sup>6</sup> (中國科技大學行銷與流通管理系 學生)

#### 摘要

台灣是一個四面環海、地小人稠的小島，島嶼的總面積為 36,000 平方公里，總人口約有 2,300 萬，然而機車的數量就有 1,410 萬輛台，粗略平均每二位國民就有一輛機車，密度高居世界之冠。機車在台灣社會所扮演的角色由最早的奢侈品，演進到 1970 年代的載貨功能，接著進化為通勤族的短程交通工具，近年來，甚至有人購買重型機車或將機車改裝，以達到休閒娛樂的功能，但機車為環境帶來嚴重的廢氣污染和全球暖化等問題，是政府與機車產業業者最關注的重大議題。本研究應用系統動態學方法論探討影響台灣機車產業發展的相關因素，以提出台灣機車產業發展的因果模式，最後，並做相關的結論與建議，以提供政府與業者在制定產業政策的參考。

**關鍵字：**台灣、機車產業、全球暖化、系統動態學

#### Abstract

Taiwan is a small and densely populated island. The total area of this island is 36,000 km<sup>2</sup>, and its population is 23 million. Additionally, Taiwan has 14.1 million scooters, approximately one for every two citizens, which is the highest density in the world. The earliest role the scooter played in Taiwanese society was that of a luxury product. In the 1970s, scooters developed cargo functions before evolving into short-term transportation for commuters. In recent years, people have even purchased motorcycles or modified their scooters for recreation and entertainment. However, scooters cause serious air pollution and global warming, which is a crucial problem that is currently receiving substantial attention from the government and scooter manufacturers. This study uses system dynamics methodology to investigate the factors influencing the development of Taiwan's scooter industry and to present a causal model of this development. Finally, we provide conclusions and suggestions as a reference for the government and businesses when setting industry policy.

**Keywords:** Taiwan, scooter industry, global warming, system dynamics

## 區域性營建公司住宅起造服務之創新商業模式 Innovation Business Model of Residential Building Service for Local Constructor

張淑敏<sup>1</sup>(南開科技大學工管系 講師、雲林科技大學企管所 博士生)  
賴奎魁<sup>2</sup>(雲林科技大學企業管理系 教授)  
張秉鈞<sup>3</sup>(雲林科技大學企管所 博士生)

### 摘要

在過去資訊不對稱的年代，營建公司靠著優良的工程技術，提供標準化或有限選擇的住宅單元，即可擁有高額的獲利並稱霸一方。隨著科技進步及網際網路的發達，消費者在資訊透明的環境下，追求差異化需求，此結果造成區域性營建公司利潤驟減，甚至威脅生存。在存亡危及之秋，要擺脫窘境之唯一手段就是「創新」。本研究以區域性營建公司為對象，鎖定住宅起造市場，以服務導向架構觀點，採用服務體驗工程方法，透過實地場域觀察與專家深度訪談，分析資料後，提出住宅起造服務創新商業模式。本文貢獻在於提出營建公司融合異業、資通訊融入生活及跨業創新的一種創新商業模式，除了提升營建產業層次，也提高消費者住宅起造服務品質。

**關鍵字：**資訊不對稱、住宅起造、服務導向架構、服務體驗工程、創新商業模式

### Abstract

Owing to information asymmetry, construction industries could get extra profit providing standard products. With the rapid growth to service industry and the information technology, the cross-integration of management and engineering has been a trend in various industries. Local constructor must develop new innovation value proposition to enhance competitiveness. Based on the methodology of Service Experience Engineering process, this case study focus on the residential building service to explore the innovation business model and from the service oriented architecture point of view to examine the process about development of innovation services. The results of this research would create residential building services that are convenient, comfortable and safe living quality.

**Keywords :** Information Asymmetry、Residential Building、Service Oriented Architecture、Service Experience Engineering、Innovation Business Model

## 工作投入、職家衝突對工作滿意度影響之探討 The Impact of Job Involvement and Work-Family Conflict on Job Satisfaction

鍾育明<sup>1</sup> (大葉大學人力資源暨公共關係學系副教授)

林筱茹<sup>2</sup> (大葉大學人力資源暨公共關係學系研究生)

汪睿祥<sup>3</sup> (大葉大學人力資源暨公共關係學系助理教授)

### 摘要

本研究探討職家衝突對工作投入與工作滿意度之影響。本研究採用問卷調查法，調查對象為桃園縣國民小學教師。總共發放 400 份問卷，回收 396 份，剔除無效問卷 10 份，共計 386 份有效問卷，有效問卷回收率為 96.5 %。資料分析方法主要透過迴歸分析來探討各變項因素間的關連性。結果發現：(1)工作投入對工作滿意度有正向顯著的影響，亦即，工作投入程度愈高，工作滿意度愈高；(2)工作—家庭衝突對工作投入與外在滿意有干擾效果。最後，本研究依據實證結果提出建議以供教育行政機關、學校及未來相關研究之參考。

**關鍵字：**工作投入(Job involvement)，職家衝突(Work-Family conflict)，工作滿意度(Job satisfaction)

### ABSTRACT

The purpose of this study is to explore the impact of Work-Family conflict on job involvement and job satisfaction. A survey was conducted using a sample from elementary school teachers in Taoyuan County. 400 questionnaires were handed out and 396 were returned of which 10 invalid responses were taken out to give a total of 386 valid questionnaires. The effective recycle rate of the questionnaire was 96.5%. Regression analysis were used to study the correlation between the varying factors. The conclusions from the study are as follows: (1) job involvement has a positive effect on job satisfaction, which means higher level of job involvement will result in a higher level of job satisfaction. (2) Work-Family conflict will have a moderate effect on job involvement and an extrinsic satisfaction. Finally, suggestions on educational administration agencies, schools and future related study are proposed based on the results of this research.

**Keywords:** Job involvement, Work-Family conflict, Job satisfaction

## 主管說故事能力及真誠領導對 員工工作投入之影響研究

### The impact of supervisor storytelling capability and authentic leadership on employee engagement

王誕生<sup>1</sup>(國立彰化師範大學人力資源管理研究所 教授)  
劉婉珍<sup>2</sup>(國立彰化師範大學人力資源管理研究所 研究生)  
黃騰達<sup>3</sup>(國立彰化師範大學人力資源管理研究所 碩士)  
邱湘瑜<sup>4</sup>(國立彰化師範大學人力資源管理研究所 碩士)

#### 摘要

隨著各種管理型態的興起，領導者的型態及其所應具備的能力成爲企業與學術的新關注議題。本研究探討真誠領導的風格與主管的說故事能力對於員工組織認同的影響，以及對員工工作投入的關係。本研究以 2008 年天下雜誌所公佈的 25 家千大製造業及 23 家百大服務業的員工爲研究樣本，寄出 915 份問卷，共回收 426 份有效問卷。以階層迴歸進行分析與假設驗證，得到如下的研究結果發現：(1)主管說故事能力愈佳會顯著的增加員工對工作的投入度(2)主管真誠領導會顯著的增加員工對工作的投入度(3)主管說故事能力與真誠領導對員工的專注投入度具有顯著的交互作用效果。本研究提出研究結論與管理意涵之討論。

**關鍵字：**說故事能力、真誠領導、工作投入

#### Abstract

Along with emergence of various kind of management styles, the trait and ability of the leader become the main concern for most of businesses and academic fields. This study explored the relationships among authentic leadership, supervisor's storytelling capability, and employee engagement. The subjects involving in the study were supervisors and employees obtained from 2008 "25 of the top 1000 manufacture companies and 23 of the top 500 service companies in Taiwan" by Commonwealth Magazine. 426 valid surveys were returned from 915 sending questionnaires.

Hierarchical Multiple Regression was employed to test the hypotheses. The main findings show that: (1) Supervisor's storytelling capability could significantly increase employee engagement. (2) Authentic leadership could increase employee engagement. (3) Authentic leadership and supervisor's storytelling capability had a significant interactive effect on employee engagement of concentration. The theoretical and practical implications are also discussed.

**Keywords:** Supervisor storytelling capability, Authentic leadership, Employee engagement

# 組織變革中員工逆境商數對其組織承諾影響效果之探討

## The Effect of Employees' Adversity Quotient on Organizational Commitment in Organizational Change

朱志忠<sup>1</sup>(龍華科技大學企業管理系 助理教授)

張玉英<sup>2</sup>(台灣科技大學企業管理系 助理教授)

張凱萍<sup>3</sup>(龍華科技大學企業管理系)

### 摘要

繼情緒智商(EQ)後，逆境商數(AQ)亦受到企業重視並列為徵才條件之一。代表員工面對困難與挫折時，是否能將阻力轉為助力，已成為重要議題，尤其是企業常採用不同的組織變革方式因應快速變化的環境。但組織變革對員工而言，往往視為職涯中的阻力或逆境，因此，員工對組織變革的知覺，將如何影響其對組織的承諾，而員工的 AQ 扮演何種角色？本研究以大台北地區曾進行裁員、委外、合併等組織變革之企業員工計 360 人為樣本，採問卷調查方式蒐集資料。資料分析結果發現員工對於組織變革的知覺會正向影響其組織承諾，而 AQ 亦可有效的提升前述變項之間的關係。本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

**關鍵字：**組織變革知覺、組織承諾、逆境商數

### Abstract

Apart from Emotional Quotient (EQ), Adversity Quotient (AQ) is regarded as one of the recruiting requirements for organizations. This reveals that how employees tackle obstacles and frustration and how they turn resistance to assistance have become an important issue. This issue is especially imperative when organizations are adopting different kinds of organizational changes to the varying environment. However, organizational changes are usually considered stress or adversity for employees in careers. Therefore, how employees' perception of organizational changes influences their organizational commitment and what role AQ plays at this point are worth probing. This study was conducted in a questionnaire survey and targeted at 360 employees in Taipei who were facing the problems of layoff, outsourcing, mergers, and the like. The results of the analyses showed that organizational changes positively and significantly influence the employees' organizational commitment, whereas AQ has a positive effect on the relationship between these two factors. Theoretical implications and practical suggestions for further study were provided.

**Keywords:** organizational change, organizational commitment, adversity quotient

## 影響企業使用行動增值服務因素探討 To Investigate on the Acceptance of mobile value-added services business factors

楊承亮<sup>1</sup>（大同大學資訊經營研究所 副教授）

林柏廷<sup>2</sup>（大同大學資訊經營研究所 研究生）

### 摘要

手機的普及與行動通訊技術的成熟，使電信業者能提供多樣化的行動增值服務。許多學者根據科技接受模型，探討影響消費者採用行動增值服務的因素。但相關研究僅針對個人而不是企業。本研究歸納先前學者的研究，結合實務經驗，挑選出可能影響企業使用行動增值服務程度的自變數有：價格、口碑、客戶滿意度、安全性、穩定性及便利性。結果發現，口碑、穩定性及價格正向影響企業採用行動增值服務的程度，而安全性、客戶滿意度及便利性的影響不顯著。

**關鍵字：**行動增值服務、價格、口碑、穩定性、實際使用

### Abstract

Due to the popularity of cell phones and the maturity of communication technology, telecommunication enterprises thus can provide various mobile value-added services. Many scholars have used technology acceptance models to investigate the factors of affecting consumers using these services. However, most of their studies focused on individuals and few concentrated on enterprises. The current study summarized previous findings and combined practical experiences, and thus presented six factors that influence the enterprises using mobile value-added services. These factors include price, reputation, customer satisfaction, security, stability and convenience. The results showed that reputation, stability and price significantly influence enterprises the extent of the use of mobile value-added services, but security, customer satisfaction and convenience are not significant.

**Keywords :** Mobile value-added Services, Reputation, Stability, Price, The actual use

心理契約、倫理氣候與組織公民行爲關係之研究—  
以外商傢俱公司爲例

**A Study of the Relationships among Psychological Contract,  
Ethical Climate and Organizational Citizenship Behavior:  
An Empirical Study from a Foreign Furniture Corporation**

林耀願<sup>1</sup>(大葉大學國際企業管理學系 碩士班)

楊豐華<sup>2</sup>(大葉大學國際企業管理學系 副教授)

**摘要**

本研究旨在檢視心理契約對組織公民行爲的影響，並以倫理氣候爲干擾變項後所產生的影響。以外商傢俱員工爲樣本，使用 AMOS7.0 來驗證假說。研究結果顯示，除了倫理氣候對心理契約與組織公民行爲之間關係的干擾效果並不顯著以外，其餘的研究假說均獲得支持。最後，本研究亦對學術與管理意涵、研究限制與未來之研究建議提出討論。

**關鍵字：**心理契約、倫理氣候、組織公民行爲、組織承諾、組織信任

**ABSTRACT**

This study examined the effect of psychological contract on organizational citizenship behavior, the moderator effect of ethical climate between psychological contract and organizational citizenship behavior. This study used a sample from employees of foreign furniture corporation, we used AMOS7.0 to examine our hypothesis. Results indicated that with the exception of the moderator effect of ethical climate between psychological contract and organizational citizenship behavior, all our hypothesized relationships were supported. Finally, the implications of these findings for academic, management practice, research limitations and future research are discussed.

**Keywords:** Psychological Contract, Ethical Climate, Organizational Citizenship Behavior, Organizational commitment, Organizational trust.

# 贏了局部還是全部？贈品促銷對購買意願的影響

## Win the Battle or the War?

### The Impacts of Premium on Purchase Intention

梁進龍<sup>1</sup>（萬能科技大學 行銷與流通管理系 助理教授）  
徐郁茹<sup>2</sup>（萬能科技大學 行銷與流通管理系 講師）

#### 摘要

推廣策略現因為競爭而逐漸成為成熟的議題，然而，絕大多數的研究都僅聚焦在價格相關的模式上。贈品，是一種非價格的推廣策略，相關的經費與活動正快速地持續成長。在台灣，贈品是相當普遍的商業推廣方式，但相對其重要性，相關的研究與文獻卻意外地被忽略。因此，本研究目的便在說明與解釋贈品活動對於消費者購買意願的立即影響、落後影響、與整體影響。本研究以準實驗設計進行，做兩兩的刺激—反應的改變比較。實驗設計共有 3 組：價格條件（包裝在內的贈品、自付費用加購的贈品）、價格提示（有提示、無提示）、贈品屬性（與主產品同屬性、不同屬性）等。參與試驗者是大學生，有消費洗髮精（試驗產品）的經驗。這些參與者是主動參加試驗，並且隨機被分派在各試驗組中。研究結果顯示，自付費用加購的贈品相對於包裝在內的贈品有穩定的推廣成績。有標示贈品價格或價值的組別，推廣的績效也較不提示價格組來得良好。最後，與主產品同屬性的贈品，有比較好的推廣活動後績效。研究中，並提出行銷相關的實務應用、學術建議。

**關鍵字：**贈品、推廣、購買意願

#### Abstract

Promotion strategy has become a matured issue but most of the researches nowadays seem just focus on price-related promotional strategies. On the contrary, premium promotion is a non-price promotional strategy and its related expenses have grown up rapidly. In Taiwan, premium is the most popular way that used in business promotion. The importance of premium promotion cannot be ignored, yet, there is a lack of premium promotional research and reference; therefore in this paper, we will analyze the prompt and immediate influences of premium promotion on purchase intention before, during, and after the promotional activity. This research is conducted by using quasi-experimental designs, comparing the results on purchase intention. The experiment has three groups: price condition (with-pack / self-liquidating), price indication (with / without price indication), attribute of premium (the same / different to main product). Participants are all college students in Taiwan those of whom have experiences of using particular products (i.e. shampoos) and have been randomly separated into the three groups categorized above. Results indicated that the purchase intention of self-liquidating premium is more stable than with-pack premium; premium with price indication has better performance before the promotion and also can sustain the positive effect of purchase intention after the promotion. However, it is out of our expectation that the promotion of the same attribute between main product and premium has better outcome after the promotion. Marketing related applications and suggestions will be described in this research.

**Keywords:** premium, promotion, purchase intention.



## 捷安特日月潭高級自行車租賃站顧客滿意度分析 The Research of Customer Satisfaction for Giant Bicycle Rental Shop in Sun-Moon Lake Scenic Area

秦雅嫻<sup>1</sup>(僑光科技大學行銷與流通管理系 副教授)  
李家禎<sup>2</sup>(僑光科技大學行銷與流通管理系 學士)  
楊慧珍<sup>3</sup>(僑光科技大學行銷與流通管理系 學士)  
邵澄澄<sup>4</sup>(僑光科技大學行銷與流通管理系 學士)  
陳有儀<sup>5</sup>(僑光科技大學行銷與流通管理系 學士)  
陳柏宏<sup>6</sup>(僑光科技大學行銷與流通管理系 學士)  
藍楷傑<sup>7</sup>(僑光科技大學行銷與流通管理系 學士)

### 摘要

本文主要研究目的在利用問卷分析，瞭解捷安特日月潭高級自行車租賃站的顧客對租賃站所提供服務之滿意度，以對租賃站之經營作出有效建議。問卷內容共分為四部份，分別為行為變數、滿意度與重要性、經營效益、與人口統計變數。本次受訪者以男性，職業為學生，居住地為北部，年收入 25 萬以下，年齡為 21~30 歲者居多。受訪者大多為初次至租賃站租車，想體驗嘗新且本身大多已有自行車，資料來源則以親友介紹居多。在滿意度與重要性 14 個問項的 I.P.A. 分析中，受訪者對照需求介紹車款和保險及道路救援二項重視度高但滿意度須再提升，顯示租賃站員工對此兩項目有再加強對顧客解說與改善的必要。而對預刷押金、租金價位及環潭證書則是不重視但滿意度須再提升。至於提供設施完善則是不重視但非常滿意，此因受訪者大多為首次到站租賃，對站內提供設施服務並不熟悉，因此此項也是日月潭租賃站須加強宣傳的項目。最後針對客戶滿意度與經營績效等進行因素分析，共濃縮為 3 個因素，分別為租賃服務滿意度、顧客回流滿意度及品牌形象滿意度。而三項滿意度因素對人口變數與行為變數間之相關性分析中，租賃服務滿意度與年齡、居住地及有無自行車有關，與其他變數無關；顧客回流滿意度與年齡與資訊來源有關，與其他變數無關；而品牌形象滿意度與所有變數皆無關。

**關鍵字：**自行車，顧客滿意度，重要性與滿意度分析

### Abstract

The main purpose of this study is aimed at research of customer satisfaction for Giant bicycle rental shop in Sun-Moon Lake scenic area. Expect to obtain useful managing devices through analysis of samples survey. A total 300 samples are disseminated, and 270 valid surveys are returned. Three are four subjects in this study including customer life style, customer behavior, customer satisfaction and shop operation effect. The statistical techniques include descriptive statistics, importance-performance analysis, factor analysis and one way ANOVA. Factor analysis extract the customer satisfaction into three major domains, such as rental service satisfaction, customer revisiting satisfaction and brand satisfaction.

**Keywords :** bicycle , customer satisfaction , importance-performance analysis

# 咖啡體驗行銷與消費行為之研究

## The Study of Coffee's Experiential Marketing and Consumer Behavior

陳文蓉<sup>1</sup>(德霖技術學院餐旅系 助理教授)

鍾碧姮<sup>2</sup>(德霖技術學院餐旅系 助理教授)

### 摘要

在國人消費能力提升以及對生活品質亦發重視的當下，咖啡飲品的市場潛力值得期待。本研究從體驗行銷與消費行為的觀點，採用問卷調查的研究方法，探討體驗行銷對台灣咖啡族消費行為之影響，以及區域次文化、消費者之生活型態對體驗行銷與咖啡消費行為之間關係的影響力。本研究建構之咖啡體驗行銷與消費行為之關係模式，可供後續餐飲觀光休閒領域的學者探討與研究咖啡文化與經營相關議題作參考、提供台灣咖啡業者在遴選、培育與發展等人力資源規劃以及區隔市場策略作參考，以及建議政府幫助業者改善經營績效，培植與發展獨特的台灣咖啡文化，進而提高國家之競爭力與打響台灣的國際知名度。

**關鍵詞：**體驗行銷、消費行為、區域次文化、生活型態、咖啡

### Abstract

As the power of consumption promoting immediately, the coffee drinks' economic potential is worth anticipating. This research from experiential marketing and the consumer behavior viewpoint, uses the questionnaire survey, discusses the relationships among coffee's experiential marketing, region sub-culture, the consumer life style and the consumer behavior. We hope to provide suggests about exploring and developing coffee's culture in Taiwan, and segmentation strategy for coffee's industries. A recommendation of the theoretical implication will be presented.

**Keywords:** Experiential Marketing, Consumer Behavior, Region Sub-Culture, Life Style, Coffee

# 運用混和多評準決策建立互動行銷工具績效評估指標與關係模式-以台灣房地產仲介業為例

## A Hybrid Multi-Criteria Decision Making (MCDM) Approach to the Impacts of Interactive Marketing Tools on the Organization Performance of Real Estate Industry --A Survey in Taiwan

黃思齊<sup>1</sup>(國立台灣大學 工業工程研究所 碩士生)

高永鴻<sup>2</sup>(德行不動產投資公司 經理)

張堯棟<sup>3</sup>(國立台灣大學 工業工程研究所 碩士生)

王銘宗<sup>4</sup>(國立台灣大學 工業工程研究所 副教授)

王雯宗<sup>5</sup>(國立澎湖科技大學 觀光休閒學系 專任技術助理教授)

### 摘要

本研究選擇了華人經濟成就最具代表性產業之一的房地產業作為主題，希望探究該產業內互動行銷工具的使用情況以及其對組織經營績效的影響。透過本研究，一方面除了希望能釐清該產業內，主要公司之行銷策略採行之現況及經營上待解決的問題外，更期望能藉由此議題的濫觴，自信地向全世界宣示華人企業管理的精粹所在。

本文首先在平衡計分卡的架構下，透過專家訪談，遴選出 12 項組織經營績效的評估準則以及 6 項業者最常使用之互動行銷工具，接著透過網路分析法分析後，最終得到 12 項評估準則的重要排序、以及 6 個互動行銷工具對組織經營績效的相對影響力以及被使用的狀況。研究顯示互動網站為最有效之行銷工具、其它依序為電話、即時通訊軟體、部落格、電子郵件以及簡訊。

**關鍵字:** 房地產業、互動行銷、網路分析法、平衡計分卡

### Abstract

Along with the efforts of Chinese people in these decades, Chinese companies have gradually become a rising star and also have progressively had a say on the international stage. Therefore, in this research we choose one of the most traditional and successful industry---Real estate industry --- as our research object not only to explore the key success factors but also find out the existing problems of the real estate companies in Taiwan.

For this reason, so as to find out the actual implementation condition of interactive marketing tools, firstly in this study we base on the concept of balanced scorecard to interview 120 senior executives of the real estate companies in Taipei area to retain 12 evaluation criteria as the measurements to evaluate the performance of interactive marketing tools. Then as a result of the interdependent relationship occurring among these evaluation judgments and the six most commonly used interactive marketing tools, analytic network process (ANP) approach is used. In conclusion, we find out that for real estate companies in Taiwan, the most effectiveness and efficiency interactive marketing tools for organization's performance are interactive websites, telephone, MSN/Skype, Blog, e-mail and SMS in sequence.

**Keywords:** Real estate industry, Interactive marketing, Analytic Network Process, Balance Scorecard

# 服務品質與滿意度之研究-以補教業為例

## A Study on Cram School's Service Quality and Satisfaction

### Weng chingte; Sher, Shih-shue

翁景德<sup>1</sup>

佘溪水<sup>2</sup>

#### 摘要

補教業是教育服務產業典型的代表之一，透過高品質的服務，提高顧意度是補教創造差異化優勢的重要環節。補教必須設法達成學生的期望與需求，而學生的滿意程度，也是補教評量經營成效不可或缺的指標。本研究透過問卷回收樣本資料分析，試圖找出學生對補教的期望服務品質、認知服務品質與滿意度的關連性，以及國小學生與國中學生在期望服務品質、認知服務品質與滿意度是否有顯著差異。經過實證分析後，本研究主要發現如下：(1) 期望服務品質對滿意度沒有顯著影響。(2) 認知服務品質對滿意度有顯著影響。(3) 期望服務品質與認知服務品質在有形性、反應性、保證性、體貼性有顯著差異，但在可靠性沒有顯著差異。(4) 國小與國中生對期望服務品質、認知服務品質、滿意度都沒有顯著差異。

**關鍵字：**服務品質、滿意度、補教業

#### ABSTRACT

To uphold the satisfaction of the trainees through high quality services is the principal issues for creating the differential advantages to the administrators of BU SHI BAN, which is the one of the typical academic services. Cram school has been requested to reach the expectations and needs of the trainees. The satisfaction from the trainees is always the focus of the management in Cram school.

By the analysis on the samples' investigations, this research proposes to find the relationship among the expectations, the acknowledgments, and the satisfactions of the trainees in Cram school. Furthermore, this research tries to determine does any significant discrepancy exist between those samples from the primary schools and from the junior high ones.

The conclusions are as followings:

1. The expectations are less effected on the satisfactions.
2. The satisfaction has received the considerable influence from the acknowledgement.
3. There are significant differences between the expectations and the acknowledgements on the tangibles, the responsiveness, the assurance, and the empathy but not on the reliability.
4. There is mere significance between the trainees of the primary schools and of the junior high schools on the expectations, the acknowledgements, and the satisfaction of the service.

**Keywords:** Service quality, satisfaction, cram school

## 廣告頻率對廣告態度影響之探討-以品牌形象及代言人可信度為共變項

### The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility

李維鈞<sup>1</sup>（龍華科技大學企管系助理 教授）

侯佳伶<sup>2</sup>（龍華科技大學商學與管理研究所）

朱志忠<sup>3</sup>（龍華科技大學企管系 助理教授）

#### 摘要

廣告始終是企業與消費者間重要的溝通橋樑，企業無不竭盡所能地利用既有的品牌形象，尋找合適的代言人來為產品代言，藉以強化消費者對廣告的印象。以往研究發現產品本身的品牌形象及代言人都是提昇廣告態度的影響因素，但在相同的條件與時段當中，讓消費者接受廣告頻率刺激，因而加深對廣告的印象，也可能是影響廣告態度的重要因素之一。本研究除探討品牌形象及代言人可信度對廣告態度影響的同時，進一步分析廣告播放頻率對廣告態度之影響。為建立體驗情境，本研究以問卷發放的方式進行實驗設計，以大學生為樣本，將實驗者分為四組不同的實驗情境進行實驗研究，共回收 457 份有效問卷。研究結果顯示品牌形象及代言人可信度對廣告態度均具有正向影響效果，再進一步利用共變數分析來探討廣告頻率對廣告態度的影響，發現經品牌形象及代言人可信度調整後之廣告態度，在不同廣告播放頻率上有差異。最後，本研究依據資料分析結果，提出理論與實務上的建議，供後續研究參考。

**關鍵詞：**品牌形象、代言人可信度、廣告態度、廣告頻率

#### Abstract

The advertisement is an important communication channel between enterprises and consumers. To strengthen consumer advertising impressions, enterprises work hard to use existing brand image to find the right spokesperson for their products. However, having a good brand image and a suitable spokesperson are not enough. A successful advertisement has to deepen general populace's advertisement impression. Under the condition, the advertisement frequency that can strengthen the advertisement attitude seems to become an essential factor. The present study discussed not only the effect of the brand image and spokesperson's credibility on the advertisement attitude, but also the effect of the advertisement broadcast frequency removing the brand image and spokesperson's credibility. This study was conducted by the experimental design and the questionnaire survey. There were 457 effective samples form university participating in the study. Analyzed by ANCOVA, the results showed that the brand image and the spokesperson's credibility both had a significantly positive influence on the advertisement attitude. Furthermore, when the two factors were controlled, the effect of the advertisement frequency was positive, too. Theoretical and practical implications of this study were stated for future study.

**Keywords :** brand image, Spokesperson's Credibility, advertisement attitude, advertisement frequency.

## 智慧型手機自創品牌關鍵成功因素探討暨整合行銷策略之 實務研究－以宏達電 HTC 品牌為例

### Create their own brand of smart phone-cum-integration of critical success factors of the practice of marketing strategy - The HTC brand, for example

戴國良<sup>1</sup>（世新大學傳播管理系 副教授）

徐敏瑄<sup>2</sup>（世新大學傳播管理系 研究生）

吳秀君<sup>3</sup>（世新大學傳播管理系 研究生）

#### 摘要

全球及台灣的手機市場長久以來都是被 Nokia、Sony Ericsson、Samsung、LG、Motorola、Apple iPhone 等歐、日、韓、美等國際大廠所佔有；而台灣一直只是扮演這些國際手機大品牌的 OEM 代工製造角色，所賺取的只是微薄的代工利潤。

但是，這二、三年來，有一個來自台灣智慧型手機創新品牌 HTC，已像明日之星般的躍上國際知名手機品牌，引起全球及台灣消費者的關注。

如今，HTC 已經成為全球第四大智慧型手機品牌大廠，HTC 自創品牌成功是台灣的驕傲與榮耀，HTC 也證明了台灣也可以打造出全球手機品牌。

本個案研究獲致 HTC 自創品牌成功的六項關鍵因素，包括：（1）擁有強大技術研發與軟體設計的創新能力；（2）自創品牌的堅定不移與破釜沉舟之決心與勇氣；（3）品牌定位成功與品牌企業文化塑造成功；（4）運用 360 度整合行銷傳播操作成功；（5）行銷預算充足；（6）內外部行銷團隊組織運作良好等。此外，本研究亦獲致 HTC 自創品牌成功的完整性、全面性架構模式內容；行銷預算金額與媒體配置比例等研究結論與發現。

希望透過本研究對 HTC 自創品牌成功個案探討的結論與發現，能對國內各業界及台商走向自創品牌之路的經營面與行銷面能得到一些啟發與學習；此外，也對有關自創品牌的行銷理論精進帶來些許的助益。

**關鍵字：**關鍵成功因素、整合行銷傳播、自創品牌、代工製造、品牌定位、行銷預算配置、行銷團隊、全球品牌

#### Abstract

The cell phone market has been dominated by several global companies such as Nokia, Sony Ericsson, LG, Motorola, Apple in recent years. While these companies are from Europe, Japan, Korea, and America, Taiwan has never got one of a major players since it always acts as an OEM role, which only got a little marginal profit in the manufacture chain. But in the past three years, a new brand from Taiwan, called HTC, has been drawn a lot of heat in the global smart phone market. Today HTC, which is the pride and glory of Taiwan, has become one of the four biggest smart phone brands in the world.

In this study, we surveyed the six key issues which form the success of HTC, including:

1. The hardware and software R&D capabilities.
2. The insistence of original brand.
3. The product positioning and the success of corporate culture.
4. The success of integrated global marketing.
5. Abundant sales budget.
6. The successful integration of marketing forces.

We also found several interesting conclusions among the above issues, which are depicted in our paper. The contributions of this paper are providing a study case about marketing and sales strategies of original brand, which will be a useful reference to all the

companies in Taiwan.

**Keywords: K.S.F ; Key Success Factor 、IMC ; Integrated Marketing Communication 、OBM ; Original Brand Manufacture 、OEM ; Original Equipment Manufacture 、Brand Positioning 、Marketing Budget Allocation 、Marketing Team 、Global Brand**

## 部落格口碑與參考群體對消費者購買決策影響效果之探討 The Effect of Blog Word-of-Mouth and Reference Groups on Consumers' Purchase Decision

朱志忠<sup>1</sup>(龍華科技大學企業管理系 助理教授)

張玉英<sup>2</sup>(台灣科技大學企業管理系 助理教授)

吳雅柔<sup>3</sup>(龍華科技大學企業管理系)

### 摘要

消費者面對經由網路所蒐集到的大量商品資訊，往往無所適從，因而使得某些較為專業或得到使用者信任的部落客，其對商品的評價便成為消費者進行購買決策時的重要訊息。此外，參考群體的意見對購買決策亦有影響效果，當消費者同時接受多方訊息時，對產品品牌形象與購買決策的影響為何？本研究擬探討前述相關議題，採問卷調查方式，並以美妝部落格之已註冊會員為研究對象，共計 560 人。資料分析結果發現部落格口碑、品牌形象對於購買意願均有顯著影響效果，而參考群體具有強化部落格口碑與品牌形象間之關係，本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

**關鍵字：**部落格口碑、品牌形象、參考群體、購買意願

### Abstract

Consumers are feeling uncertain and perplexed when they are immersed in a great deal of goods information collected from the network, which makes bloggers with professional and being trusted become an important factor in consumers' purchase decisions. In addition, reference groups seem to have an effect on consumers' purchase decisions. Thus, when consumers receive so much information at the same time, how does the information influence brand image and purchase decision? This study employed a questionnaire method, targeting at the consumers who had registered a cosmetic blog. The total number of the subjects was 560. The results of the study showed that blog word-of-mouth and brand image has a significant effect on purchase decisions, whereas reference groups strengthen the relationship and act as a moderator. This study proposes theoretical implications and practical applications for follow-up study.

**Keywords:** Blog Word-of-mouth, Brand Image, Reference Group, Intention to buy



# 台灣網路書店行銷關鍵因素探討－關係行銷觀點

## Exploring the Marketing Successful Factors on On-line Bookstore－Relationship Marketing Perspective

卜漢祥<sup>1</sup> (南台科技大學資訊傳播研究所 碩士生)

洪敏莉<sup>2</sup> (南台科技大學資訊傳播研究所 助理教授)

### 摘要

本研究以關係行銷的觀點探討網路書店的行銷關鍵因素。關係行銷為 1990 年代所興起的行銷概念。早期行銷觀念為交易式行銷，其時間觀點為短期，並且不重視服務品質與本身和顧客的關係維護。關係行銷則以企業與顧客之間的關係維持與加強為行銷重點，擁有較長期的時間觀點，並提供高度溝通與服務來維護與顧客之間的關係。

20 世紀網路的興起帶動了企業的網路化，網路行銷備受重視。關係行銷也藉由網路進入到了網路行銷概念之中。網路行銷的觀點與關係行銷的觀點擁有相同的因素，都有長期時間觀點、服務品質的重視等因素。在網路當中，網路書店為依靠網路特性極高的企業體，關於網路書店行銷方面的研究眾多，但卻鮮少於網路企業面來探討行銷的關鍵因素，並且探討關係行銷於網路行銷當中的關鍵行銷因素為何。所以，本研究由關係行銷觀點來探討網路書店的行銷關鍵因素。

因此本研究基於國內豐沛的網路書店研究成果，檢視其眾多行銷成功因素，以作為網路書店管理決策上的參考。研究結果發現，影響網路書店關係行銷的成果的種要因素有便利性、安全性、交易性質、互動性、轉換成本與網頁設計共 6 個，並發展出了 16 個子因素。本研究同時也對實務管理及外來研究提出建議。

**關鍵字：**關係行銷、網路書店

### Abstract

Relationship Marketing is a kind of marketing for customer service. The theory originated for Berry L. L. in 1982, and popular in 1990. There are ten kinds of categories in this theory. We use the consumer of company in this study.

The internet bookstore's marketing is internet marketing . It has correlation between internet marketing and relationship marketing. So I take company as my starting point in this study.

We used relationship marketing in this study for the Marketing Successful Factors on On-line Bookstore. Finally, what I said upon those paragraphs have shown the elements for success marketing, and hope it can benefit on On-line Bookstores.

**Keywords:** Relationship Marketing, Internet Bookstore

## 廣告訴求、希望、風險對機能性食物購買意圖之影響

### The Influences of Advertisement Claims, Hope and Perceived Risk on Purchase Intention of Functional Food.

閻瑞彥<sup>1</sup>(國立臺北商業技術學院企業管理系 副教授)

邱聖雄<sup>2</sup>(國立臺北商業技術學院企業管理系 學生)

吳政鴻<sup>3</sup>(國立臺北商業技術學院企業管理系 學生)

王綺蓮<sup>4</sup>(國立臺北商業技術學院企業管理系 學生)

徐昇<sup>5</sup>(國立臺北商業技術學院企業管理系 學生)

方美慈<sup>6</sup>(國立臺北商業技術學院企業管理系 學生)

#### 摘要

本研究探討不同的廣告資訊特性影響消費者對產品的知覺希望的強弱、風險的高低來發展消費者行為模型。另外，本研究並指出營養知識的程度是否會干擾廣告內容資訊對消費者希望及風險的影響，本研究預期廣告資訊透過不同的資訊內容：如健康訴求與營養資訊，消費者將較容易對產品產生希望，也較容易降低消費者對產品的知覺風險。因此，掌握消費者對產品購買行為的潛在心理因素如：知覺希望與風險，將對於廠商未來的行銷策略有所影響。

本研究主要發現為以下幾點：

1. 產品營養訊息和健康訴求，對希望皆有正面影響。
2. 產品營養訊息和健康訴求在降低消費者風險知覺上，並不顯著。
3. 產品營養訊息在對於廣告和希望間，具有調節效果。
4. 消費者若是具有較高的希望和較低的風險知覺者，則會較高的購買意願。

**關鍵字：**廣告資訊、希望、知覺風險、購買意圖

#### Abstract

This paper develops a consumer behavior model that captures consumer perception of hope and risk based on advertising information characteristics, and furthermore this study also wants to figure out whether the knowledge of nutrition will moderate the association of advertising information with consumers hope and risk. Analyses of results may show that after communicating advertising information through two kinds of characteristic, healthy claim and knowledge information, consumers with higher hope and lower perceived risk tend to be more purchase intention. Specifically, research on managerial implication for marketers is an important issue. Therefore, both consumer perception of hope and risk emerge as key attention factors toward the future marketing tactics.

This study reports the result of a laboratory experiments that address the effect of ad claims on consumers' hope and in turn to their product evaluations. Furthermore, the study offers theoretical implications and suggestions for food marketers and consumers.

The main results are as follows:

- (1) The nutrition information and health claims both of them has positive influence on hope.
- (2) Nutrition information and Health claims is likely to reduce the consumers' perceived risk was not significant.
- (3) Nutrition knowledge has a moderating effect on the relationship between advertising claims and hope.
- (4) Consumers with higher hope and lower perceived risk will have higher purchase intentions.

**Keywords:** Advertising claims, Hope, Perceived risk, Purchase intention

## 從連鎖型態與顧客穿著類型來探討美髮業顧客服務品質 Evaluation of Service Quality from Customer Appearance Dress and Chain Types in Hairdressing

李美英<sup>1</sup> (聖母醫護管理專科學校化妝品應用與管理科 講師)  
李毓穎<sup>2</sup> (大漢技術學院國際貿易學系 學士)  
李俊鴻<sup>3</sup> (國立東華大學自然資源與環境學系 副教授)

### 摘要

優質專業的服務品質為當今美髮業建立顧客關係、提昇競爭力與獲利的重要行銷策略。利用問卷調查分析，本研究首次嘗試從美髮業顧客主觀知覺的評量，探討台灣美髮業顧客穿著類型與美髮業連鎖類型的服務品質差異問題。結果發現：(1) 美髮業顧客最重視的服務品質指標為與美髮業者的「互動品質」，其次依序為「同理心」、「信賴性」及美髮業的「服務環境」。(2) 顧客對美髮業服務有感受到不錯的服務品質。(3) 整體而言，非連鎖美髮業的服務品質優於連鎖美髮業。(4) 不同穿著類型顧客的服務品質有顯著差異，「正式套裝」顧客的服務品質明顯較高；亦即，顧客的外表穿著會影響美髮業者的印象與服務品質。由本研究的結果顯示：連鎖美髮業應進一步提昇服務人員的服務品質，尤其是服務環境。美髮業者應建立一致性的服務標準，並訓練服務人員對不同外表穿著顧客提供一致性的服務品質。

**關鍵詞：**顧客穿著類型、連鎖店類型、美髮業、服務品質

### Abstract

Providing high quality of service is important marketing strategy for current beauty & Hairdressing and to stabilize customer relations and raise profit. This study is the first, using customers' subjective perception evaluation, to investigate service quality differences of Hairdressing in Taiwan based on customer dress styles and chain types. The empirical results show that: for each dress styles, interaction quality was the most important service quality indicators in Hairdressing. Overall, hair industry customer service quality expectations were not met. Third, service qualities differ significantly between chain and non-chain Hairdressing, the non-chain is better. Professional dress styles were most frequently associated with satisfactory customer service as measured by comparing customer expectations with performance evaluations.

**Keywords:** Customer Dress styles, Chain Types, Service Quality, Hairdressing

## 產業專精與市場多空頭對券商盈餘預測績效的影響

### Industry Specialty and Bull or Bear Market Impact on the Performance of Earnings Forecasts of Brokerages

鄭雯芳<sup>1</sup>(嶺東科技大學企業管理系 副教授)

包淳琪<sup>2</sup>(嶺東科技大學經營管理所 研究生)

張嘉烈<sup>3</sup>(嶺東科技大學企業管理系 講師)

#### 摘要

過去國內研究未有具體指標衡量券商之產業專精能力，本研究以 Sonney (2009) [1] 中赫芬達指數 (Herfindahl Index, 簡稱 HI 指標) 具體比較券商的產業專精度，並探討產業專精度與市場多空頭對券商盈餘預測準確性的影響。研究結果顯示：1. 不論何種情況，券商發佈預測日愈接近實際盈餘公佈日時，預測準確度愈高。2. 產業專精度較高之本土券商，處於市場空頭時，預測準確度較高；而產業專精度較低的本土券商，當預測公司家數愈多且預測產業數愈少時，準確度愈高。3. 處於市場多頭時，當券商預測愈頻繁、預測公司家數愈多及預測產業數愈少時，準確度愈高；而處於空頭時，由於券商對於科技業市場變遷更為審慎，使其預測準確度較高。最後，不論市場處於多空頭，產業專精度似乎無助於券商盈餘預測績效提升。

**關鍵詞：**產業專精、多頭市場、空頭市場、盈餘預測

#### Abstract

There is no objective indicator in past literature to measure the industry specialty of brokerages. Therefore, this paper refers to the Herfindahl Index (HI) of Sonney (2009) to measure industry specialty of brokerages and explores them and the market environment impacting on earnings forecast accuracy. The results show that overall the brokerage forecast date is closer to the announcement date of actual earnings and results in higher earnings forecast accuracy. Next, the higher industry specialty of local brokerages in the bear market results in higher earnings forecast accuracy. However, the lower industry specialty of local brokerages, which forecast more companies and fewer industries, results in higher earnings forecast accuracy. Moreover, in a bull market, brokerages which forecast with greater frequency and with more companies but fewer industries results in higher earnings forecast accuracy. In a bear market, brokerages that are more cautious about the change of technical industry results in higher earnings forecast accuracy. Finally, no matter bull or bear market, industry specialty seems not to improve earnings forecast performance of brokerages.

**Keywords :** Industry Specialty、Bull Market、Bear Market、Earnings Forecast

# 證券市場投資績效關鍵成功因素之彙總分析

## The Meta-Analysis of Key Factors of the Investment Performances on the Stock Market

張任坊<sup>1</sup>(國立海洋大學運輸科學系 學士班)  
張博一<sup>2</sup>(國立海洋大學運輸科學系 學士班)  
張紹勳<sup>3</sup>(國立彰化師範大學 工業教育學系)  
林恒毅<sup>4</sup>(國立彰化師範大學 工業教育學系)

### 摘要

證券市場投資者面對激烈競爭與挑戰，如何提升投資績效進而增加報酬率，達到利潤目標是所有投資者之目的，因此提昇投資績效所需具備的關鍵成功因素為何，是目前證券市場投資者相當重要的課題。本研究主要探討投資績效之關鍵成功因素與證券市場之關係。透過大量蒐集文獻、彙總分析(Meta-analysis)之運用，尋找影響證券市場投資績效最具關鍵性的成功因素。

Meta 資料取自：全國博碩士論文、Science Direct、ProQuest 三大資料庫，限搜尋 2000-2011 年並符合本研究架構之國外期刊論文，共 46 篇，包括國內博碩士論文 22 篇，與國外資料庫 24 篇為編碼分析樣本；並計算 Fail safe N、Test of homogeneity( $\chi^2$ )、加權平均 Zc 值、True population effect size、95% confidence interval、Explained variance ( $r^2 \times 100\%$ )等統計數值來驗證及分析。

以投資績效的解釋變異(Explained variance)能力來看，影響台股投資績效的關鍵成功因素，依序為：投資策略(43.4%)、資訊不對稱(35.1%)、公開推薦資訊(30.9%)、投資者交易行為(30.2%)、人格特質(24.5%)，文末並對學術界提出若干建議。

**關鍵字：**證券市場、關鍵成功因素、彙總研究

### Abstract

The goal of investors is how to improve the return on investment and to get target profit, because they have to face fiercely competition and challenge. The key factors of increasing investment performance is very important for the stock market investors.

This study shows the relationship between the key factors of the investment performances and the stock market to find out the key factors that can influence investment performance through documents and Meta- analysis.

The total of 46 papers from research databases and backtracking to search the Foreign journals, domestic journals, Master's thesis 22, and 24 foreign databases to analyze samples for the coding and calculated fail safe N, test of homogeneity, weighted average value, true population effect size, 95% confidence interval, explained variance( $r^2 \times 100\%$ ). The discussion integrates the dispersed viewpoints about the key factors to proof and to analyze the connection of the dimensions.

**Keywords:** Stock Market, Critical Success Factors, Meta-analysis.

# 歐洲經濟整合探討：購買力平價說之實證研究

## An Empirical Investigation of Purchasing Power Parity for European Economic Integration

梁晉嘉<sup>1</sup> (大葉大學 財務金融學系 助理教授)

白玉莉<sup>2</sup> (大葉大學 EMBA畢業生)

劉先正<sup>3</sup> (大葉大學 會計資訊系與財務金融學系雙主修 學生)

### 摘要

自從希臘發生主權債務危機(Sovereign Debt Crisis)後，其風暴蔓延擴展至歐盟(European Union)之全體會員國，也再度挑戰歐洲實施貨幣統一使用歐元追求經濟整合的目標，因此購買力平價假說(Purchasing Power Parity；PPP)是否仍成立也再度被質疑。針對此目的，本文試圖檢驗歐盟之歐元區與非歐元區購買力平價假說是否成立？採用統一貨幣歐元(Euro) 1999.01~2010.03 之期間，研究方法採新的非線性門檻單根檢定(Nonlinear Threshold Unit Test)方法檢驗雙邊的實質匯率(Bilateral Real Exchange Rates；RERs)。

由於過去的研究文獻探討中發現不同的實證結果，但歐元區之購買力平價假說的有效性也逐漸增加理論性的論點，而部分文獻也提及 RERs 呈現出非線性均值回復的特性。RERs 存在非線性的情況，可能潛在的原因：一、交易成本與貿易障礙引起相同財貨在不同空間市場出現價格落差誘使國際財貨的套利行為出現；二、政府在外匯市場的干預會使名目與實質匯率偏離長期均衡水準，匯率最後都會以非線性調整至均衡水準。因此，促使我們進一步利用非線性門檻單根檢定(Nonlinear Threshold Unit Test)方法捕捉其非線性均值回復的性質。就現今的 PPP 相關的文獻中採非線單根檢定方法討論歐元國家雙邊匯率的文章尚且不多。因此，本研究應用 Caner and Hansen (2001)兩位學者所提出的非線性門檻單根檢定(Nonlinear Threshold Unit Test) 雙邊的實質匯率(Bilateral Real Exchange Rates；ERs)，驗證購買力平價假說(Purchasing Power Parity；PPP)是否仍成立，即檢驗歐盟統一貨幣使用歐元後，歐洲經濟整合程度的成功於否？

**關鍵字：**購買力平價假說；非線性門檻單根檢定；實質匯率；經濟整合

### Abstract

Since the crisis resulted from a Greek sovereign debt issue into a comprehensive financial crisis for the European Union (EU) as a whole. For the purpose, in this paper we examine convergence towards purchasing power parity (PPP) within the European Union (EU). The data are monthly for the period 1999.01~2010.03 after the Maastricht Treaty Meeting that introduction of the euro.

The study applies a new nonlinear threshold unit root test to the bilateral real exchange rates (RERs). The mixed evidence found in the earlier studies on the validity of PPP within the euro area added to the accumulating theoretical argument and the evidence that some RERs exhibit nonlinear mean reversion motivate us to use nonlinear unit root tests to further test the validity of PPP within the euro zone and between the euro area and other primary partners. The existence of nonlinearity in RERs, which is one potential source arises from nonlinearities in international goods arbitrage because of factors such as transportation costs and trade barriers, causes a price gap among similar goods traded in spatially separated markets. Another source of nonlinearity in RERs comes from official interventions in the foreign exchange market, which might cause the nominal and RERs to move away from the equilibrium levels. The exchange rates may adjust nonlinearly toward their

long-run equilibrium with the speed of adjustment varying with the distance from the equilibrium level. To our best knowledge, the direct application of nonlinear unit root tests to the bilateral RERs of the euro area countries is absent in literature. In our study, we apply the methodology developed by Caner and Hansen (2001) that allows us to simultaneously investigate non-stationarity and nonlinearity of RERs to test the Economic Integration is success or not?

**Keywords: Purchasing Power Parity; Nonlinear Threshold Unit Test; Real Exchange Rates; Economic Integratio**

# 公司治理與資本支出效率性

## Corporate governance and efficiency of business capital investment

張椿柏<sup>1</sup>(大葉大學財務金融學系 助理教授)

### 摘要

本文從核心代理問題的角度，檢視台灣上市(櫃)公司股權結構，董事會特性與投資決策效率性之關聯，同時探討機構投資人持股等監督機制之效果。本文主要特色在於：本文依波士頓顧問團模型將樣本分組，根據不同企業型態之股權結構與董事會相關變數進行研究，將代理問題區分為核心代理問題和權益代理問題，探討公司治理與無效率的投資決策之關聯性，並探討處於不同矩陣位置是否會存在不同的實證結果，最後探討提升投資計劃效率性是否增加公司的投資機會及公司價值，綜觀全文，本文說明完備的監督機制可以降低投資無效率之問題，且有效的公司治理機制所形成的資本支出決策亦能夠增加公司的投資機會。

**關鍵字：**資本支出、核心代理問題、波士頓顧問團模型、控制權、現金流量請求權。

### Abstract

The purpose of this paper is to examine the effect of ownership structure and board characteristics on efficiency of business investment decisions from the perspective of core agency problem. In addition, we also investigate the monitoring effect of institutional ownership. The main feature of this study is that we use BCG model and divide the sample into several groups to measure the potential impact of ownership structure and board characteristics under different business types. We divide the agency problem into core agency problem and equity agency problem, and we explore the relation between corporate governance and inefficient investment under different business types. Finally, we explore efficient investment decisions whether firms increase investment opportunities and value. Overall, this paper can explain corporate governance can reduce inefficient investment and the efficient corporate governance can increase investment opportunities.

**Keywords :** Capital Expenditures, Core Agency Problem, BCG Model, Controlling Right, Cash Flow Right



# 奢侈稅的實施對企業股價報酬之影響

## The Impact of the Implementation of the Specifically Selected Goods and Services Tax Act on Stock Return

高儷華<sup>1</sup>(中原大學會計學系 副教授)

單騰笙<sup>2</sup>(中原大學會計學系 助理教授)

江文隆<sup>3</sup>(中原大學會計學系 碩士生)

### 摘要

為回應我國財富稅偏低，產生社會公平失衡的疑慮。財政部按照所得稅制精神，研議「特種貨物稅及勞務稅條例」(即奢侈稅)，對高消費能力者於消費奢侈貨物或勞務時課徵，以建立完整租稅制度。該條例於 2011 年 4 月 15 日經立法院三讀通過。本研究以事件研究法與多元迴歸模型探討「特種貨物稅及勞務稅條例」自公布至實施過程，對建材營造類產業股價報酬之影響。

實證結果發現，建材營建類股之企業，在奢侈稅制訂及審議的過程中，相較於電子類股之企業，有較小的累積異常報酬，即該類股之股價受奢侈稅制訂及審議的負面影響愈大。奢侈稅的實施的確會影響投資人對建材營建類股投資的意願。

**關鍵字：**特種貨物稅及勞務稅條例、奢侈稅、事件研究法、建材營建類股

### Abstract

To response the concern of imbalanced social fair that it exists lower wealth tax in our country, Ministry of Finance complies with the spirit of income taxation to draw the "Specifically Selected Goods and Services Tax Act" (luxury tax). In order to establish complete tax system, the act imposes sales tax against people of high consumption ability that consume luxurious goods or services. On April 15, 2011, the Specifically Selected Goods and Services Tax Act passed its third reading in the Legislature Yuan. This paper examines the impact of the Specifically Selected Goods and Services Tax Act on stock returns of the building material and construction industry with event study and multiple regression from proposed to reviewed of luxury tax.

The empirical results find that the companies of the building material and construction industry have smaller accumulative abnormal returns, compared with the companies of the electrical industry, in the process of the proposed and reviewed of luxury tax. The implementation of luxury tax affects the decision-making of investors indeed.

**Keywords :** Specifically Selected Goods and Services Tax Act、Luxury Tax、Event Study、The Building Material and Construction Industry

# 隨機利率對信用違約交換之定價與避險的影響

## Pricing and Hedging Credit Default Swaps with Stochastic Interest Rate

楊智惠<sup>1</sup> (國立暨南國際大學財務金融所 碩士生)

### 摘要

本研究欲探討隨機利率對 CDS 定價與避險策略的影響。文獻實證發現，單獨藉由違約風險定價的信用價差模型，多數結果皆產生低估現象而不符實質經濟。傳統針對 CDS 避險策略的研究亦大多僅以完美市場作為基本假設，未曾考量其他風險的影響。本研究納入文獻上相當重要的風險因子－利率風險，評估結構模型中，隨機利率是否比固定利率更能真實反應市場上信用價差的定價與避險策略？

經比較固定利率與隨機利率之CDS定價與避險模型的結果差異，本研究證明出利率風險是決定CDS定價的關鍵影響因子。遺憾的是，本研究以CDS取代公司債作為更準確衡量信用風險的金融商品，實證結果卻與Schaefer, S.M. and I.A. Strebulaev<sup>[11]</sup>獲得一致的結論，利率風險對信用風險的避險成本並無顯著影響。

**關鍵字：**信用違約交換、隨機利率、CIR、避險、結構模型

### Abstract

The purpose of this study is to explore effects of the stochastic interest rate in the credit default swap (CDS) market pricing and hedging strategies. In recent years, some empirical studies have found that a CDS valuation model only taking default risk into account will lead to pricing errors. Sanjiv and Paul<sup>[1]</sup> show that CDS spreads are directly related to equity market via a hedging strategy. However, in addition to the liquidity risk, they only do the basic assumption of perfect market, not taking into account the effects of other risk. For those reasons, this study takes stochastic interest rate into the CDS pricing and hedging model.

By comparing the fixed interest rate model (Merton<sup>[5]</sup> model) and the stochastic interest rate model (CIR<sup>[8]</sup> model), we have found that interest rate plays an important role in evaluation of CDS spreads. But unfortunately, consistent in Schaefer, S.M. and I.A. Strebulaev<sup>[11]</sup>, we show that interest rate does not have significant impact on the cost of hedging credit risk.

**Keywords :** CDS、Stochastic interest rate、CIR、Hedge、Structural model

# 股權結構與公司績效-以台灣上市金融控股公司為例

## Ownership structure and firm performance : Evidences from Taiwan Listed Financial Holding Companies

傅澤偉<sup>1</sup>(國防大學財務管理學系 副教授)

張雅筑<sup>2</sup>(國防大學財務管理學系 研究生)

### 摘要

本研究主要探討股結構與公司績效間之相互關係，以 2008 至 2010 年台灣上市金融控股公司為樣本研究。研究方法為兩階段最小平方法作實證分析。實證結果顯示，在經營績效對股權結構之影響中，OLS 迴歸分析與內部人持股比例呈顯著正相關，2SLS 則無顯著關係；而股權結構為董監事會規模、政府持股比例時，OLS 迴歸中無顯著之關係，2SLS 迴歸分析具顯著正相關。在股權結構對經營績效之影響中，結果顯示在 OLS 迴歸式中，內部人持股比例對 ROE 為顯著負相關。另外，股權結構對經營績效(Tobin's Q)之影響關係，在 OLS 及 2SLS 迴歸式中，內部人持股比例對 Tobin's Q 皆為顯著正相關。

**關鍵字：**股權結構、公司績效、兩階段最小平方法

### Abstract

This study examines the relationship between ownership structure and firm performance. The empirical sample consists of Taiwan listed financial holding companies from 2008 to 2010 data. This study uses a 2SLS that impact the inter-action effects among ownership and firm performance. The empirical results find statistically significant between performance on insider ownership when using OLS regressions. However, these statistically significant relationships disappear when the 2SLS is used. Performance on Board size and government ownership are no statistically significant when using OLS regressions. However, these statistically significant relationships when the 2SLS is used. Statistically significant between ownership structure on performance(Tobin's Q) when using OLS and 2SLS regressions.

**Keywords :** Ownership structure, Firm performance, Two-stage least square

# 應用模糊偏好成對比較法於行動上網服務品質評估 以台灣電信公司為例

## Fuzzy preference relation in mobile internet service quality evaluation of taiwan telecommunication company

張宗翰<sup>1</sup> (高苑科技大學 副教授)

陳宏銘<sup>2</sup> (高苑科技大學 資應所)

鄭時傑<sup>3</sup> (高苑科技大學 資應所)

### 摘要

由於近年來智慧型手機(Smartphone)的普及與雲端技術日漸被推廣之下，現代人更是越來越依賴網路，無時無刻都在上網，有鑑於此國內各大電信公司更是推出上網吃到飽的優惠方案，民眾面對多家業者競爭之下，如何選擇一個貼近消費者所需求的方案卻是一大難題，因此本文採用文獻分析法、問卷調查法、訪談法，探討影響民眾願意選擇之因素，再將彙整之結果分為六大「選擇因素」，依六大「選擇因素」設計成問卷調查表，再以模糊偏好成對比較法來獲得選擇因素重要性之權重，在每個「選擇因素」底下產生優勢之程序，依照各個「選擇因素」進行四家電信業者上網吃到飽方案進行兩兩相比，最後可得知那間電信業者所提出的方案是俱優勢的。

**關鍵字：**模糊偏好成對比較法、多準則決策、選擇因素、行動上網、服務評估

### Abstract

In recent years the popularity of smartphones and cloud technologies increasingly being promoted people is more and more dependent on the network, all the time online, view major domestic telecom companies is the introduction unlimited use internet concessions program, the public a lot of industry competition, how to choose a program closer to the needs of consumers is a major problem, therefore, the current study first adopted literature analytic approach, questionnaire investigation method and interview to study the factors that influence people purchase Program. Then, gathering the results to divide into six choosing factors, designing a questionnaire based on six choosing factors, and applying fuzzy preference relations to acquire the weight of factors and the procedure of superior position by each choosing factor. The last step is to compare Four telecom companies based on each choosing factor in pairs. Finally, we can get the result of what kinds is advantageous from those people who intend to purchase Program.

**Keywords:** Fuzzy preference relation、MCDM、AHP、Selected elements、Mobile Internet

# 大陸學術人員評選就讀台灣大專院校方案之決策 -以 AHP 為分析架構為例

## A Study of the Mainland Academic Personnel Evaluate of the Taiwan Universities-Use the AHP as the Analysis

周政德<sup>1</sup> (樹德科技大學 行銷管理系助理教授)

曾映樺<sup>2</sup> (樹德科技大學 行銷管理系)

涂雅袖<sup>3</sup> (樹德科技大學 行銷管理系)

吳仲國<sup>4</sup> (樹德科技大學 行銷管理系)

### 摘要

2008 年 12 月 5 日立法院審議通過陸生來台和大陸學歷採認相關之兩岸人民關係條例、大學法及專科學校法部分修正法案 (行政院全球資訊網, 2009)。並於 2010 年開放陸生來台, 同年進一步通過 2011 年台灣普通大學 68 校, 可以招收 1196 人; 科技大學 66 校, 可以招收 945 人(楊景堯, 2011)。

為因應未來可能的大陸學生就讀台灣大專院校選校決策標準, 本研究應用 AHP 層級分析法作為研究工具, 並以大陸教育體系的行政主管及老師為研究對象, 深入探討大陸現行教育人員對選校標準的看法, 了解大陸教育單位對於台灣各大學的選校考量因素, 提供日後陸生來台前對各大學選擇就讀時有足夠的條件評估及入學相關準備。

研究結果顯示, 「最終選校決策」各指標中都明顯表示選校決策以「公立」較為重要, 為第一優先考量因素。而在第二層的因素考量中, 又以「就業因素」為主, 其次為考量「聲望形象取向」, 在第三層的因素中則以「學校周遭治安」影響最高, 其次為「學系的軟體設備」, 至於台灣各大學關心的「地理環境」因素, 則並不會被認定為特別評選考量。

**關鍵字：**陸生來台、選校考量因素、層級分析法 (AHP)

### Abstract

The Legislative Yuan consideration passes about the mainland students comes to Taiwan and level of education law at 5 Dec.2008 (The Executive Yuan's World Wide Web,2009).From 2010, Taiwan's Ordinary university can recruit 1196 mainland students, Scientific and technical university can recruit 945 mainland students.(J.U.Yang,2011)

To go study Taiwan universities, colleges and institutes in accordance to the future possible mainland student to choose the school decision criterion. This research using the AHP method achievement, and take mainland education system's administrative manager and teacher as object of study. Discusses the mainland present education personnel to choose the school standard the view. Before providing terrestrial will come to Taiwan, to choose in the future to various universities.

Findings demonstration, Chooses the school decision-making by “public” to be more important. In second factor consideration, Take “the employment factor” primarily, next as the consideration “the prestigious vivid orientation”. In the third factor, The influence is all around highest by “the school public security”, Next is “department's software equipment”.

**Keywords : Mainland Student Comes to Taiwan, Choose the School Consideration Factor, Analytical Hierarchy Process**

# 應用模糊相似度於倉儲揀貨批量策略之群聚演算法

## A Clustering algorithm with fuzzy similarity for order batching problems in a picker-to-part system

潘昭賢<sup>1</sup> (德明財經科技大學 管理學院院長)

陳建銘<sup>2</sup> (南亞技術學院 資訊管理系專任講師)

王怡文<sup>3</sup> (上海泰益物流有限公司 業務主任)

### 中文摘要

訂單批量揀貨策略是用以決定如何將不同的訂單結合成一個批量之方法。而批量策略之目的是將具有相似的揀貨路徑之訂單結合起來，並一次完成批量內所有訂單的揀取以縮短揀貨員在倉儲內的行走距離及提升揀貨的績效。因訂單批量策略是 NP-Hard 問題，所以本論文針對三種不同的行走路徑法：迴轉、穿越及最大間隙等路徑策略，提出模糊相似度群聚法以求能更有效的辨別訂單間的路徑相似度。為驗證本研究所提之演算法的效率，本研究經由電腦模擬方法與現有的批量演算法比較。模擬結果證明本研究所提之演算法確實優於其他方法。此外，本研究所提之方法也較容易應用於實務上。

**關鍵字：**訂單批量、模糊相似度、倉儲管理

### Abstract

Order batching policy decides the method that how to combine different orders to form a batch. It is known that the order batching, orders with similar picking location are integrated into a batch and picked in one picking tour, can reduce the required travel distance of all order finished and enhance the operational efficiency in the picker-to-part system. Since batching is an NP-hard problem, this paper proposes a heuristic algorithm based on fuzzy similarity clustering for each of the three routing policies: return, traversal and largest gap. Due to similarity degree of two orders can be recognized effectively by fuzzy similarity, the proposed heuristic can attain a better solution for order batch problem. To verify the efficiency of the heuristic, this paper compared with other existing algorithms through computer simulation. The result indicates that the proposed heuristic algorithm has better performance. Furthermore, the algorithm is quite simple and can be easily applied in practice.

**Keywords:** Order batching, Fuzzy similarity, Warehouse management

# 觀光產業因應 E 化領導風格對離職傾向之影響

## The Effect of Leadership Style on Employee's Turnover Intention for Corporations in the Tourism Industry as They Adapt to the E-Business Era

林嘉洽（吳鳳科技大學觀光休閒管理系 講師）

### 摘要

企業面臨二十一世紀知識經濟之時代，面對市場快速轉變與壓力，需有效地管理和運用知識體系來創造核心價值。本研究以阿里山國家級風景區內膳宿服務業界因應 E 化為對象，針對員工進行領導風格、工作投入對離職傾向影響之實證測試。

本研究旨在探討主管領導風格與其員工工作投入、離職傾向之關聯性。主要研究目的有三：1.瞭解主管之領導風格、員工工作投入與離職傾向之實際現況。2.瞭解主管之領導風格、員工工作投入與離職傾向之相關程度。3.瞭解員工工作投入對主管領導風格和離職傾向之中介效果。

分析結果如下：1.在不同性別方面：離職傾向，女高於男。2.在不同年齡層方面：中期離職傾向有顯著差異，30 歲(含)以下高於 31-40 歲；長期離職傾向，30 歲(含)以下最高，依次為 31-40 歲、41-50 歲、61 歲(含)以上。3.在不同婚姻狀況方面：不論短中長期離職傾向，未婚者顯著均高於已婚者。4.在不同教育程度方面：不論短、中、長期，皆以高中職的離職傾向最高。5.在不同工作年資方面：體恤領導風格中，不滿 1 年顯著高於 6-10 年；長期離職傾向中，1-5 年高於 21 年(含)以上；結構領導風格、中期離職傾向有顯著差異。6.體恤、結構領導風格與工作投入呈顯著正相關。7.工作投入與離職傾向呈顯著負相關。8.體恤、結構領導風格經由工作投入對離職傾向具有間接影響。

**關鍵字：**觀光產業、企業 E 化、領導風格、工作投入、離職傾向

### Abstract

Corporations face continual pressures of market's rapid transformation in this era of knowledge economy in the twenty-first century. They have to efficiently manage and utilize knowledge system to create corporate core value. This study investigates the room and board businesses in Ali-Shan national scenic region. As businesses face the E-business era, how can leadership style and work ethic affect employee's turnover intention their job?

The purpose of this study is to probe the relationship between manager's leadership style and employee's job involvement and turnover intention the job. The primary purpose has three-fold: 1. to understand the current situation of manager's leadership style, employee's job involvement and turnover intention; 2. to understand the correlation of manager's leadership style to worker's job involvement and turnover intention; 3. to understand the intermediary effect of employee's job involvement on manager's leadership and worker's turnover



intention the job.

The empirical results are summarized as follows: 1. Regarding gender, female has higher propensity to job than male. 2. Regarding worker's age, employees with age below 30 have significant higher turnover intention job than the age group of 31-40 years old; long term propensity to leave job among age groups is in the following order, highest age 30 or younger, then 31-40 years old, 41-50, 61 years old or older. 3. Regarding employee marital status, married employees are significantly more considerate of manager's leadership style than single employees; single employees have higher turnover intention job than married employees. 4. Regarding educational background, structural leadership style is significantly different. 5. Regarding employee working experience, workers with less than one-year experience are more considerate of leadership style than those with 6-10 years of experience; workers with 1-5 years of experience have higher long term turnover intention job than those with 21 or more years of experience; intermediate term propensity to quit job is significantly different among structural leadership style. 6. Considerate of and structure of leadership style have positive correlation with employee's job involvement. 7. Job involvement c and propensity to quit are negatively correlated. 8. Work ethic has indirect influence in the effect of leadership style on employee's propensity to job involvement.

**Keywords : Tourism Industry, Electronic Business, Leadership Style, Job Involvement, Turnover Intention**

## 兩岸關係與中國和平崛起--從臺灣企業家的視角

陳春輝

### 摘要

中國經濟之崛起勢必帶動政府政治體制之改革，而基於政治發展（political development）的理論，在一個國家的政治、經濟和社會發展過程中，政治與經濟兩個層面的互依性特別密切，其間關聯也可藉下列命題表示：倘無某種程度的經濟發展，政治發展絕不可能；而倘無相當程度的政治發展，經濟發展的程度亦不可能超越某一層次。因之，欲推動政治發展，必須先有某種程度的經濟發展；經濟發展促成社會結構的改變，推動與支持政治發展勢力之產生，以及萌芽導致政治改革、法治發展的種種需求。

中國大陸於 1978 年，中國共產黨的十一屆三中全會作出改革開放決議以後；復於 2001 年底加入世界貿易組織（WTO），與世界正式接軌；也從此開啓大陸進入全球化治理的時代。預料當其經濟發展到某一程度後，依上述政治發展的理論，政治體制的民主化改革與法治化之推動，將是大陸中共政權必須面臨的嚴厲挑戰；而就整體而言，大陸經濟改革開放後，已獲得相當驚人的經濟成就與成長，雖然也伴隨貧富差距與社會失衡現象，但也產生大量促使社會安定的中產階級及菁英分子，加速社會結構之發生變遷、政治參與意願的提高及建立法治化之要求。本研究以「兩岸關係與中國和平崛起--從臺灣企業家的視角」為研究題目，乃有鑒於中國改革開放後，經濟的快速發展已成為世界第二大經濟體國家，而中國經濟的崛起伴隨國防實力的增強，有肩負維持世界和平的重責大任。然而中國崛起究竟是和平發展，將對世界安定作出貢獻，抑或對世界尤其是亞洲國家或臺灣產生威脅呢，以目前台海兩岸之複雜政治關係，尤其身處華人社會圈的臺灣與中國，對此不可不有所瞭解，進而有所警覺或因應，因此本研究以「從臺灣企業家的視角看中國和平崛起經濟法治發展」為研究命題，期有一定的發現，作為未來華人及中國發展的指引之一。

本研究先採取文獻分析法，歷史研究法與比較研究法，再用問卷調查法並行實證研究，做一系列的回顧與分析，從其中深入探討並整理出相關現象以作為解決主題所引發相關議題之參考。而問卷調查法為本研究之主要方法，針對臺灣企業界為物件，分析其對本議題之觀點。本篇論文之問卷因自變項差異不算太大，故採用百分比分析為主，部分則採用卡方分析測度自變數與應變數的關連性，所採用的自變數僅為性別之差異，應變數則為十個特性題、三個共同題等項目。所採用的顯著水準： $P > 0.1$  為不顯著； $P < 0.1$  為顯著，以 \* 符號表示； $P < 0.05$  為很顯著，以 \*\* 符號表示； $P < 0.01$  為極顯著，以 \*\*\* 符號表示。不顯著時，顯示應變數與自變數之間的獨立、無關係，也就是說自變數並未影響應變數。

**關鍵字：**中國崛起、和平發展、量化研究

## 整合性科技接受模型對影響教師使用網路教學平台 行為因素之探討

吳傳春<sup>1</sup>（義守大學資訊管理學系）

蔡金鳳<sup>2</sup>（義守大學電算中心）

蔡智發<sup>3</sup>（資訊管理碩專班研究生）

### 摘要

不論是時勢潮流的跟隨，或是政府的大力推動下，使得網際網路能提供無窮的資源，同時資訊科技應用在教學上形成數位學習領域中已是相當重要的議題。在網路蓬勃之際，應用以網路為基礎的網路教學或學習已勢不可免，正如 Cisco 總裁 John T. Chambers 所說的「教育將是下一波在網際網路上成長最快且改變最大的產業」。然而，研究者在涉入網路教學平台之推動中發現，教學者認為以網路為基礎的網路教學模式與傳統環境中的教學方式有相當大的差異，大大降低了教師參與意向，導致教師應用校內所提供之網路教學平台在教學普及率並不高，因此，本研究之主旨在探討教師使用網路教學平台行為因素，本研究以網路教學平台及某大專院校教師為研究對象，來分析其影響因素。對於教師使用網路教學平台的意願問題，透過文獻的蒐集與整理，當以 Venkatesh et al., (2003) 提出「整合性科技接受模式(Unified Theory of Acceptance and Use of Technology UTAUT)」為主軸，透過影響因素探討，找出資料中潛在的模型與有用的規則，分析彙整出有效並可供參考資訊。分析結果顯示，對於行為意向及實際使用行為的影響因素，如預期績效、預期付出、社會影響、便利性等皆獲得驗證潛在影響構念，尤其。在調節變項的分析中則發現，使用者的過去使用經驗及任教學院區別影響程度較強。在管理意涵方面，為提高使用者對於網路教學平台的使用行為意向，應加強教育訓練的質與量，也應讓使用者瞭解系統可帶來之效益，可以提高使用者對於系統的預期績效、預期付出及便利性等的知覺感受。其次推廣單位應增加對使用者柔性或個別的使用宣導講解，以提昇使用者的實際使用態度以及降低主觀規範的負面影響。

**關鍵詞：**整合性科技接受模式(UTAUT)、網路教學平台、網路教學

### Abstract

Whether to follow the trend of the times, or the efforts of the governments, information technology application in the teaching-learning in e-learning domain is an important issue. Following the internet boom, the application of web-based teaching or learning network has been inevitable. As Cisco CEO John T. Chambers said "Education is the next wave of the internet's fastest growing industry. Therefore, this study tries to explore the behavior of teachers to use online teaching platform factors. The study used "Black Board" network platform to study and analyze impact to the factor to the factors. Through the literature collection and sorting integrated Technology Acceptance Model (Unified Theory of Acceptance and Use of Technology) proposed by Venkatesh et al., (2003) as a tool to find out influencing factors. The results show that behavioral intention and actual use for the behavior

of factors such as expected performance, expected to pay, social impact, convenience, have access to the potential impact of construct validation.

**Keywords: Unified Theory of Acceptance and Use of Technology (UTAUT), web-based teaching platform, web-based teaching**

## 專案實獲值風險管理 Earned Value Management of Project Risk

吳贊鐸<sup>1</sup>（東南科技大學工業工程與管理系暨工業管理研究所助理教授）

### 摘要

組織之價值流需經戴明循環控管，以增加其價值。計畫之進度管制，應以 Project 2010 甘特圖進行進度超前或落後之即時管理與資源撫平。而經費管理則需以「實獲值預警系統」，評估此專案於成本、進度、風險與產品品質預測及掌握能力。除可提升管理之能見度與評估專案執行之績效外，另可及早發現專案執行之問題所在，提供早期預警以有效管控及事前降低或排除風險之衝擊，專案之風險管理已為所亟需。本研究成功整合 workflow 管理、價值流管理與實獲值管理於專案風險管理上，並研發「整合型專案風險評估模式」及「一頁專案風險管理報告書(1 Page Project Risk Management Profile)」，以資企業依循與矯正預防之用。

**關鍵詞：**流程、工作流、價值流、實獲值、風險管理

### Abstract

Value stream in organization should be fully monitored by Deming PDCA cycle and Gantt chart of Project 2010 to its value. In this study, we created a "Earned Value Alarm System" to assess cost, schedule, risk, product quality prediction and managed capabilities of project for budget controlling issue. Advantages as followed: promote visibility and performance, explore problems from project, and preventive management for risk mitigation. This study successfully integrate workflow management, value stream management and earned value management in project risk management with "Integrated Project Risk Assessment Model" and "1 Page Project Risk Management Profile" to preventive and corrective action for earned value management of project risk.

**Keywords:** process, work flow, value stream, earned value, risk management

## 行動社群服務之初探-以社會及情感觀點 The empirical study of mobile social networking by social and emotional perspective.

徐慧霞<sup>1</sup> (中華科技大學資訊管理系 副教授)

何苔麗<sup>2</sup> (中華科技大學財務金融系 副教授)

林季韋<sup>3</sup> (中華科技大學資訊管理系)

陳始彪<sup>4</sup> (中華科技大學資訊管理系)

謝博丞<sup>5</sup> (中華科技大學資訊管理系)

### 摘要

隨著 iPhone 等智慧型手機越來越多，使用行動社群服務的人也逐漸變多，這將從根本改變人們對於手機服務的期望，社群網站更會成為手機的「殺手級應用」。行動社群網站的快速竄起，成為人與人之間方便的溝通方式。本研究嚐試了解行動社群參與者的使用行為以及其口碑與黏性之關鍵因素(包括社會互動、社會影響、社會連結、PAD)。本研究以網路問卷之方式進行，問卷收集前後歷時一個月，並採用 SmartPLS 進行資料分析及驗證假設。研究結果顯示行動社群之社會價值為影響黏性的重要因素；另外，在行動社群之消費價值中的新奇、情境價值則對口碑具有相當的影響力。最後，本研究根據研究結果提出建議做為學術界及相關業界之參考。

**關鍵字：**行動社群、黏性、口碑、社會互動、PAD

### Abstract

With the iPhone and other smart phones impliment, the populations of mobile social networking have been increasing. The fundamentally change of people's expectations for mobile services, mobile social networking sites will become the "killer application." Mobile community site quickly spring up and become a convenient means of communication between people. This study tried to figure out the key factors(including social interaction, social influence, social connections, PAD) to influence mobile social networking participants' stickness and positive word-of-mouth. This study use the online questionnaire as the tool and Smart PLS was managed to data analyzing and hypotheses testing. We hope the results can provide the suggestions and references to academic and related management.

**Keywords :** mobile social networking, stickiness, word-of-mouth, social interaction, social influence, PAD

# 國防支出對經濟生產力之影響 -以OECD國家為例

## Defense Expenditure and Economic Productivity in OECD Countries

盧文民<sup>1</sup>(國防大學財務管理學系 副教授兼主任)

周漢忠<sup>2</sup>(國防大學財務管理學系碩士班 研究生)

### 摘要

國防支出和經濟生產力之間的關係是一個重要的的議題。了解國防支出的政策是否有效地帶動經濟發展是至關重要的。此外，在執行層面，資源分配是否有效提供我們預期的結果是必需要了解的。因此，利用麥氏指數方法探究國防支出和經濟生產力之間的關係。而這種方法提供了動態觀點。同時也希望在這項研究中的模型和實證的方法，可以引起其他各種產業相關的研究。

**關鍵字：**國防支出、經濟生產力、麥氏生產力指數

### Abstract

The relationship between defense spending and economic productivity is an important issues. Knowing whether defense spending policy is effective in achieving economic development is critical. Furthermore, at the level of implementation, it is necessary to understand if resource allocation is sufficiently efficient for delivering expected results. Therefore, Malmquist index technique is utilized to examine the relationship between defense spending and economic productivity. Such an approach allows for a dynamic view. It is also hoped that the models and methods implemented in this study can encourage related research for a variety of other industries.

**Keywords:** Defense Expenditure、Economic Productivity、Malmquist Productivity index

## 行政主管報酬：合理？不合理？ **Executive Pay: Excessive or Merited?**

Cresida Bishop<sup>1</sup> (National Taiwan Normal University Graduate Institute of IHRD)

### 摘要

高階主管薪酬多年來一直是備受爭議的議題。高階主管薪酬的這個概念在媒體、出版品和一般大眾間引起了很多的爭論。有者認為高階主管的報酬過多且不符合他們的實際表現。這一觀點的支持者指出，行政主管和一般員工薪酬的落差非常大，為此他們認為這種行為是不公平且不道德的。評論者也表示公司總裁往往會利用他們職務上的影響力來取得更高的薪資。

另一方面，亦有持相反意見者認為高階主管的報酬是應得的，因為他們曾為公司貢獻良多。支持這一觀點的學者也指出，依據經濟效率理論，公司的高階主管獲得較高的薪資是合理的，因為這能形成一種刺激，鼓勵他們有更好的表現。代理理論表示人們的行動往往趨向滿足自身利益的，因此高階主管的決策並不一定會給公司帶來最佳的經濟利益。為此他們主張行政主管的高報酬是有益的，因為高階主管若能獲得很好的報酬，將能降低他們為了自己利益作決策的趨勢，而代理理論為這種說法提供了很好的證明。

因此，本文將從上述兩種角度探討因高階主管薪酬所延伸出來的各種問題，透過嚴謹的文獻回顧，探討高階主管的報酬是否恰當，並為結果提供一個嚴密的分析。

**關鍵字：**行政主管薪酬，代理理論，經濟效率理論

### Abstract

Executive pay has been the source of much contention over the years. There is much debate in the media, publications, and among members of the public concerning the concept of executive pay. Some argue that executive compensation is excessive and that it is not aligned to actual performance. Advocates of this viewpoint argue that there is a large disparity between the executive pay and that of the average worker and base this argument on the lack of fairness and immoral conduct. The critics also suggest that CEOs use their position to influence higher pay.

On the other hand there are others who hold the contrasting view that executive compensation is merited because of the valuable contributions that the CEO affords to the company. Advocates of this viewpoint do so based on the economic efficiency theory which suggests that high salaries for corporate executives are merited because they form an incentive that motivates them to high performance. They also argue based on the agency theory which suggests that people act in their own self-interest; in the case of the executives it is sometimes argued that they make decisions that may not be in the best financial interest of the business. The agency theory is thus used to justify high executive compensation for



performance because it is believed that if the CEO is well compensated this may reduce the tendency for executives to act in their own best interest.

Hence this paper will seek to examine the various issues attached to Executive pay by looking at the two perspectives, excessive and merited executive pay through the rigorous review of literature, and offer a critical analysis of the findings.

**Keywords: Executive pay, agency theory, economic efficiency theory**

## 情緒管理對工作滿足之影響－檢驗人際關係之中介效果

李鴻文<sup>1</sup>（國立嘉義大學管理研究所 副教授）

李 威<sup>2</sup>（國立嘉義大學管理研究所 研究助理）

### 摘要

隨著經濟環境的變遷、知識的增進以及高科技不斷的演進，員工愈來愈重視自身在工作上的 interpersonal 關係與滿足感，但在提升公司績效的同時，主管不應一味的要求員工達到最高業績，也必須注意員工本身的情緒及與同事間相處的情形。因此，本研究旨在探討高科技產業員工情緒管理、人際關係與工作滿足的現狀及相互關係，利用不同個人背景變項，探究三個變項之間的差異情形；並透過人際關係作為中介變項，進而討論對工作滿足是否具有顯著的影響。

**關鍵字：**情緒管理、人際關係、工作滿足

### Abstract

With the changing of economic environment, enhancing of knowledge and High-tech evolution, people nowadays put great emphasis about interpersonal relationships and job satisfaction of staffs.

Manager should not only require employees to achieve performance, but also pay attention to their emotions and situations to get along with colleague. Therefore, this study was to investigate high-tech industry employees emotional management, interpersonal relationships and job satisfaction and relationship status. I used different background variables to explore the differences between the three variables. And through interpersonal relationships as a mediator that meet to discuss whether the work a significant impact.

**Keywords:** emotional management, interpersonal relationships, job satisfaction

## 社交技巧、人際網絡與工作績效關係之研究 —以壽險業務人員為例

李鴻文<sup>1</sup>（國立嘉義大學管理研究所 副教授）  
高佳瑾<sup>2</sup>（國立嘉義大學管理研究所 研究助理）

### 摘要

爲在競爭激烈的金融服務市場中取得優勢，業務人員行銷力日益重要。產品要誘人的包裝，商場人士更少不了完美形象的雕塑。而面對就業市場的萎縮，真正重要的是建立關係，長期累積人脈資源，主動爲自己創造機會，方能創造更高之工作績效。本研究以壽險業務人員爲對象，探討社交技巧、人際網絡和其工作績效之間的關係。研究結果爲 1.社交技巧對人際網絡有顯著影響。2.人際網絡對工作績效有顯著影響。3.社交技巧對工作績效沒有顯著影響。4.社交技巧透過人際網絡進而對工作績效有顯著影響。最後建議壽險業務人員積極佈建人際網，並做好顧客關係管理，形成正向循環，增加顧客黏著度。

**關鍵字：**社交技巧、人際網絡、工作績效

### Abstract

In order to obtain advantages in the competitive financial market, marketing ability is very significant for each salesman. Not only attractive packing for every product, also businessman need to shape a faultless image. Facing a recessive labor market, the most important is “relationships”. Accumulate your relations with others and create a chance actively by yourself that you will have outstanding performances.

This study is to discuss the relations between social skills, interpersonal networks and job performance for life insurance agents. The results are as follows: 1. Social skills have significant influences on interpersonal networks. 2. Interpersonal networks have significant influences on job performance. 3. Social skills have no significant influences on job performance. 4. Interpersonal networks have significant mediating effect on the relationship between social skills and job performance. Life insurance agents must develop their relationships and make CRM to increase the loyalty.

**Keywords:** social skills, interpersonal networks, job performance

## 外掛程式對玩家線上娛樂行爲的影響—存活分析的方法 Plug on the behavior of players online entertainment — survival analysis methods

侯正裕<sup>1</sup>（崑山科技大學資訊管理系 講師）  
郭姝岑<sup>2</sup>（崑山科技大學資訊管理系 學生）  
陳妙真<sup>3</sup>（崑山科技大學資訊管理系 學生）  
張茵婷<sup>4</sup>（崑山科技大學資訊管理系 學生）  
江怡慧<sup>5</sup>（崑山科技大學資訊管理系 學生）

### 摘要

外掛程式的存在是許多線上遊戲的問題，可視為在遊戲中的一種不公平因素。直覺上，當玩家處在遊戲不公平情境下，應不會繼續遊戲。然而，現實情境中卻呈現出相異的結果，許多玩家在遊戲不公平的情境下仍持續遊戲。爲了了解此一現象，本研究發展一研究模型及運用存活分析方法，試圖了解不公平因素對玩家遊戲持續的影響。雖然資料仍在收集當中，但期盼研究結果能增進對線上遊戲知識的瞭解，並提供營運商相關顧客保留的有效經營策略。

**關鍵詞：**不公平因素、持續使用、存活。

### Abstract

The existence of plug-ins is a prevalent problem to many online games, and it is considered an unfair factor. Theoretically, when facing an unfair environment, players should stop playing the game. However, the reality is the opposite- many players continue with the game in an unfair situation. In order to understand the phenomenon, the study is developing a research model to explore the impact of the unfair factor on players' continuance with games. Although the study is still in the process of data collection, it is expected that the result could contribute to the understanding of online games, and provide an effective customer retention strategy for operators.

**Keywords:** unfair, plug-ins, continuance usage, online games

# 企業導入EAPs之個案研究--從EAPs需求分析探討

## A case study of enterprises into EAPs – from EAPs needs analysis

鍾勝婷<sup>1</sup>（輔仁大學心理研究所工商組）  
張雅涵<sup>2</sup>（銘傳大學工商與諮商心理學系）  
鄭瀛川<sup>3</sup>（銘傳大學工商與諮商心理學系 副教授）

### 摘要

由於大陸開發較晚，工資低廉，人口眾多，一直是台資企業產業外移的首選之一。隨著時代變遷，中國的人口紅利已經結束，工資不再低廉。而富士康事件，員工心理問題開始受到社會的重視，許多企業也因此開始導入員工協助計畫（EAPs）。本研究運用問卷調查法與半結構式訪談，探討A公司在EAPs的前置作業需求分析調查中員工的需求。研究結果顯示員工需求以工作面「職涯發展」、生活面「休閒娛樂」、健康面「運動健身」、組織管理面「員工意見能受重視」，以這四面需求為大宗。由於工作面和組織管理面之需求涉及公司制度，在這兩方面提供的服務可能須從長計議，且盡量不與公司制度衝突，應設為後期協助目標，初期協助目標以較易達成之生活面和健康面需求著手，建立員工對EAPs之信心。

**關鍵字：**員工協助方案

### Abstract

The manufacturing industries in Taiwan have been moved to mainland China due to developed later, low wages, and large population. Changes of times, China's demographic dividend is over, wages are no longer cheap. The Foxconn event, the psychological problems of staff began to receive social attentions, many enterprises also began to import the Employee Assistance Program (EAPs). In this study, we use questionnaires and semi-structured interview to explore the EAPs needs of staff of A company. The results showed that employees need to face “career development”, living side “entertainment”, health side “sports and fitness”, organization and management side “attention to the views of staff” to these four main needs for four sides. Owing to the needs of face and organization side have involved in the corporate policies, the services provided in these two sides may be required to consider the matter carefully, and try not to conflict with the corporate policies, should be set to the late targets. The initial targets should be working on the needs of life side and health side, to build the confidence of the EAPs of the staff.

**Keywords:** Employee Assistant Program

# 應用 TOPSIS 於台灣太陽能產業經營績效之研究

## A study applying TOPSIS to analyze the operational efficiency of the solar cell industry in Taiwan

陳盈彥<sup>1</sup> (國立虎尾科技大學 助理教授)

徐詩婷<sup>2</sup> (國立虎尾科技大學 研究生)

### 摘要

本研究以太陽能產業為例，探討我國產業的經營效率的問題。該台灣太陽能在近幾年快速崛起，對我國未來經濟成長與發展，將扮演日趨重要的角色，具關鍵性影響地位。本研究針對台灣太陽能產業做績效評估，以同性質公司進行 TOPSIS 方法來做實證研究之評估，分析台灣太陽能產業的未來發展趨勢與發展策略。本研究所探討的結果期望能對台灣太陽能產業廠商有所幫助，為產業找出影響效率的關鍵因素並提出客觀的經營建議，做為產業成長努力的依據及提昇競爭力的參考。

本研究利用公開的資訊觀測站之資料，首先以熵值客觀計算出每一評估指標之權重，再使用理想解類似度偏好法(Technique for Order Preference by Similarity to Ideal Solution, TOPSIS)，針對 2010 年國內太陽能產業公司營運績效評比排序。本研究以茂迪、益通、昱晶、中美晶、合晶等 5 家上市、上櫃公司作為研究樣本，以營業收入淨額、營業成本、營業費用、營業外支出、營業外收入、固定資產作為評估之財務績效指標，運算排序樣本公司經營績效。

最後，透過驗證可得知，在受評估的 5 家太陽能公司中，茂迪是經營績效最好的企業組織，其相對績效值(C<sub>i</sub>值)高達 68.84%，是 5 家受評估公司中數值最大者，有此可知茂迪為經營績效較佳之上市太陽能產業公司。

**關鍵字：**理想解類似度偏好法、熵值、太陽能產業

### Abstract

This paper analyzes the operational efficiency of the solar cell industry in Taiwan. The financial performance indexes consist of net operating income, operating costs, operating expenses, non-operating expenses, non-operating income, and fixed assets. First, the weights of each evaluation index in Entropy are calculated, and the performance ranking is determined through using Technique for Order Preference by Similarity to Ideal Solution (TOPSIS). The practical analysis and comparison of the solar companies in Taiwan are illustrated.

**Keywords:** TOPSIS、 Entropy、 solar cell industry

# 直銷商人際關係品質之前因變項及影響效果之探討

## Antecedent and Consequent Factors in the Quality of Distributors' Interpersonal Relationship

朱志忠<sup>1</sup>(龍華科技大學企業管理系 助理教授)

張玉英<sup>2</sup>(台灣科技大學企業管理系 助理教授)

何思賢<sup>3</sup>(龍華科技大學企業管理系)

### 摘要

直銷產業以人際網絡為基礎，透過直銷商與下線、消費者接觸而建構出的銷售體系。當直銷商建構並維繫人際關係品質時，直銷商個人的特性是否具有影響效果？而直銷商的人際關係品質對於其下線的工作滿意度是否產生不同的影響效果？本研究自 12 位直銷商開始，經其推薦其他直銷人員參與，以滾雪球之問卷調查方式蒐集資料；另為求資料分析有效性，採用對偶問卷方式進行問卷之發放與回收，計回收有效問卷 282 份。資料分析結果發現內控特質之直銷商與下線的互動關係較佳，進而影響下線的滿意度。此外，年資分析結果顯示具三年以上經驗之直銷商均可獲致較佳的人際關係。本研究並依資料分析結果提出理論與實務建議，供後續研究及實務應用參考。

**關鍵字：**多層次傳銷、直銷商、個人特性、人際關係

### Abstract

Direct marketing, based on the network of interpersonal relationship, is the sales system achieved by the contact of the distributor, lower-tiered distributor, and consumers. While the distributor constructs and maintains the quality of the interpersonal network, does his personal trait have an influence on the system? Does the personal trait affect lower-tiered distributors' job satisfaction as well? This study adopted the snowball sampling method, starting from 12 distributors. To ensure the validity, this study used the dyadic data analysis method. The total number of the valid questionnaire was 282 copies. The results of the analyses revealed that the distributor with internal controls could have better interaction with his or her lower-tiered distributors and further influenced the lower-tiered distributors' job satisfaction. In addition, the result indicated that the distributor with 3- or more years experience could obtain better interpersonal relationship. In accordance with the analysis results, this study proposes theoretical implications and practical applications for follow-up study.

**Keywords:** Multi-level marketing, distributor, personal trait, interpersonal relationship

# 改良希爾伯特\_黃轉換之經驗模組分解 以進行時間序列預測之可行性研究

## The Feasibility Study of Improving Empirical Mode Decomposition for Time Series Forecasting

林豐政<sup>1</sup> (國立宜蘭大學應用經濟與管理學系 副教授)

蘇恆信<sup>2</sup> (國立宜蘭大學應用經濟與管理學系應用經濟學碩士班  
研究生)

### 摘要

本研究以希爾伯特\_黃轉換(HHT)之經驗模組分解(EMD)為理論基礎,提出加入顯著性檢定的概念,搭配時間序列分析,而與 ARIMA 模型的預測結果進行比較。研究中以來台旅遊總人數以及台灣高速鐵路載客人數的時間序列為研究對象,嘗試建構得以適切解釋人數變化的時間序列模式;並依據確認後之模式進行未來來台旅遊與載客人數之預測工作,且以平均誤差百分比(MAPE)做為預測能力之比較基礎,藉以驗證經顯著性檢定所選定之序列所建構的模式之準確性與實用性。

研究結果發現,在所分解出之數個本質協振函數(IMF)中,透過本研究所提之加入偏 F 統計量的判斷與選定概念,選取最適之 IMF 及趨勢量做為預測之基準,並在其所建構的 EMD 與 ARMA 的混合模式中,亦能適切反映及預測人數的趨勢;顯示透過黃轉換之經驗模組分解方法為架構下,加入顯著性檢定的概念所建立之混合預測模式將具有良好之準確性與實用性。

**關鍵字：**希爾伯特\_黃轉換(HHT)、經驗模組分解(EMD)、時間序列、ARIMA 模式

### Abstract

In this paper, the Empirical Mode Decomposition (EMD), a part of Hilbert-Huang Transform (HHT), is added the concept of significance test to analyze the Time-Series data. At first, we analyze both the number of foreign tourism for Taiwan and the number of passengers of Taiwan high-speed Rail by using EMD. After that, we sifted several intrinsic mode functions (IMF) from data, and choosed IMF by Partial F-statistic. Second, we present an adaptive hybrid model which is composed of EMD and ARMA model. Third, modeling a model to forecast the number of foreign tourism for Taiwan and the number of passengers of Taiwan high-speed Rail in the future.

The results of the research, from the Mean Absolute Average Error (MAPE) point of view, hybrid model is better than ARIMA model. Forecast errors (MAPE) from hybrid model are smaller than ARIMA model. It showed that IMF choosing by Partial F-statistic is practical for build up the forecast model.

**Keywords :** Hilbert-Huang Transform(HHT), empirical mode decomposition(EMD), time series, ARIMA



## **Decision Tree Algorithm for Predicting Customer Perceptions of Online Shopping Service Quality**

Chung-Li Chou<sup>1</sup> (Chaoyang University of Technology, assistant professor)

Pei-I Hsiao<sup>2</sup> (Fu-Jen Catholic University, doctoral student, corresponding author)

Wei-Ling Hsu<sup>3</sup> (Chaoyang University of Technology, graduate student)

### **Abstract**

This investigation attempts to apply data-mining techniques such as decision tree algorithm to construct a model for predicting customer perceptions of online shopping service quality and for effectively utilizing limited resources to obtain quality advantage. One of the major findings of this study is that the six key determinants of consumer perceptions of online shopping service quality were derived from the scale of online shopping service quality and consumer characteristics such as demographic variables. Additionally, five main paths of association rules of decision tree are created for predicting consumer perceptions of service quality in online shopping.

**Keywords:** Decision tree algorithm, online shopping service quality

# 應用服務導向之居家修繕商業模式探討

## Using Service-Oriented Architecture to Construct the Business Model of Home Restoration

黃文玉<sup>1</sup>(國立雲林科技大學企業管理學系碩士班 研究生)

### 摘要

傳統居家修繕過程中，消費者與修繕業者必須面對面接觸，得以了解預算、需求等基本資訊後，再透過多次溝通及物件比較，才能夠決定所需，其過程冗長且花費時間與力氣，並且在資訊不對稱之狀況下消費者無法獲得交易價格公平性與透明化。

本研究的創新商業模式藉由參與人員透過以服務導向(SOA)之科技技術去進行組織與分享資訊，以傳遞價值給予顧客、服務提供者或其他利害相關者。主張顧客體驗的創新想法，像是自我服務技術，即是顧客透過自助式的科技平台取得服務內容，改變傳統人為的中介角色，因而具有省時與便利等優勢。這種創新的服務流程改變了傳統運作方式，亦提升了顧客在服務流程中的重要性。

本研究藉由差異化的策略形成企業競爭優勢與地位。此外，也希望服務產業藉由本研究發現服務產業的服務創新可以藉由商業模式的改變達成創新的效果，在策略上將服務創新與商業模式作一體兩面的概念連結。透過分析歸納產業現況及消費者未來趨勢找出目前業者服務缺口，並以顧客為導向去建構一個全新的商業模式。

最後透過專家深度訪談，擷取其意見及方向作來為模式的修正，建構一個全新的模式，並且給予未來住宅服務業者一個參考的方向。

**關鍵詞：**居家修繕、創新服務、商業模式、服務導向

### Abstract

During the process of Home Restoration in the past, consumers and menders have to realized the budget, demands and information by face to face. In this way, it cost too much time and spirits, and consumers can not obtain the fair price and transparence trades in this situation.

Our study, forming the dominant and position with variation maneuver. In addition, giving a innovation service for the service provider with the business model. Finding the gap between the consumers and menders, and build up a new business model with Service-Oriented Architecture .

**Keywords :** Home Restoration, Innovation Service, Business Model, Service-Oriented Architecture

## 本校地理位置暨交通資訊說明

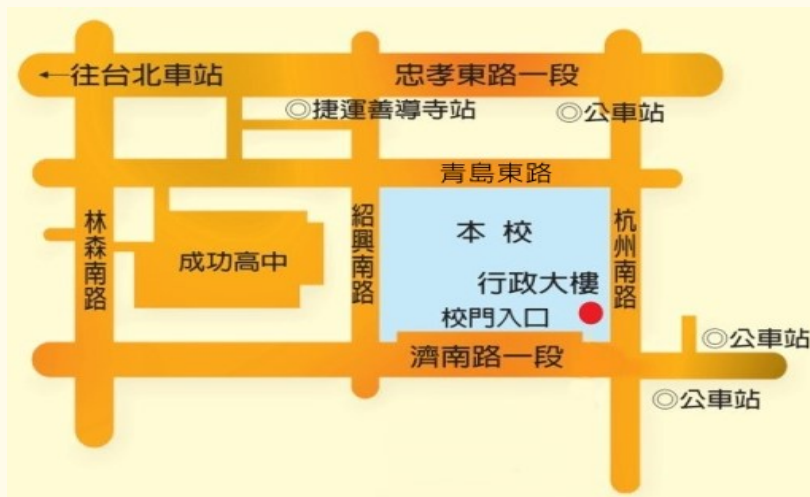
### 〔大眾運輸〕

- 聯營公車：
  - 臺北商業技術學院站：253、297、222、237
  - 成功中學站：15、208、265、211、295
  - 開南商工站：0 南、15、37、22、615、671
  - 審計部站：202、212、232、262、276、299、205、605、257
- 捷運：板南線－善導寺站
- 火車：台北車站下車，往東步行約 15 分鐘
- 客運：
  - 國光客運「台北－金山」，審計部站
  - 台汽客運「基隆－台北」，審計部站
  - 中興巴士「瑞芳－板橋」，審計部站

### 〔自行開車〕

- 行駛國道一號高速公路，不論南下或北上方向，均由圓山交流道出口銜接建國北路高架道路，向南行駛至忠孝東路匝道出口下平面道路，續行平面車道（約 250 公尺處即濟南路三段路口），右轉後再直行約 2 公里即至本校正門口。
- 若外賓開車至本校，請由紹興南路進入本校臨時停車場。

### 〔地理位置圖〕



- 說明：圖示上方為北方，圖示最上方為忠孝東路一段（東西向道路），設有捷運善導寺站及公車站。校園為四方型基地，北側為青島東路；南側是濟南路一段；東側為杭州南路（往北單行道）；西側為紹興南街（往南單行道）；校門位於南側之濟南路一段，亦設有公車站。

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