101 學年博士班資格考（資訊管理理論與應用）

4 小時，closed book

Questions:　題目分成A、B二部份，作答時，請注意各題之比例配分並標示題號

Part A:

1. What is theory basis? How does your answer relate to the research background, main concept and logic inference of these theory in the following model. How do each of the following research hypothesis: positive and mediate impact? Describe each. 25%

at$_i$: (Behavioral beliefs) * (Outcome evaluations) = (B$_i$*E$_i$)

Attitude towards Internet bookstores (ATT)

bi$_l$: Items of behavior intention

sn$_j$: (Normative beliefs) * (Motivation to comply) =(N$_j$*M$_j$)

Subjective norm towards Internet bookstores (SN)

Behavior Intention at Internet bookstores (BI)

pbc$_k$: (Control beliefs) * (Perceived facilitation) = (C$_k$*P$_k$)

Perceived behavioral control (PBC)

Real Behavior at Internet bookstores (BE)

be$_m$: Items of real behavior

H$_1$　H$_2$　H$_3$　H$_4$　H$_5$
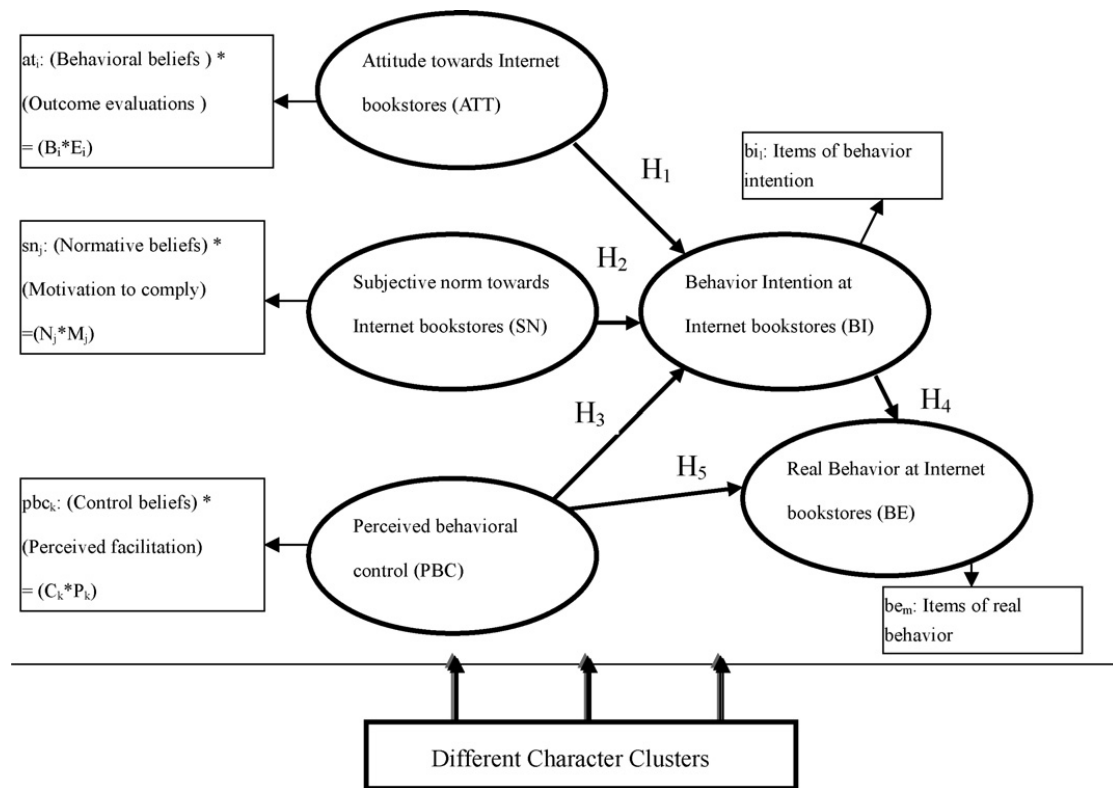
Different Character Clusters

Figure 1 Research model 1

2. The following model study knowledge management flow mechanism. How are the knowledge management research model conducted? Have any criticisms been made of the following model? What are they? In your answer, include the logic inference of research hypothesis as well. **25%**
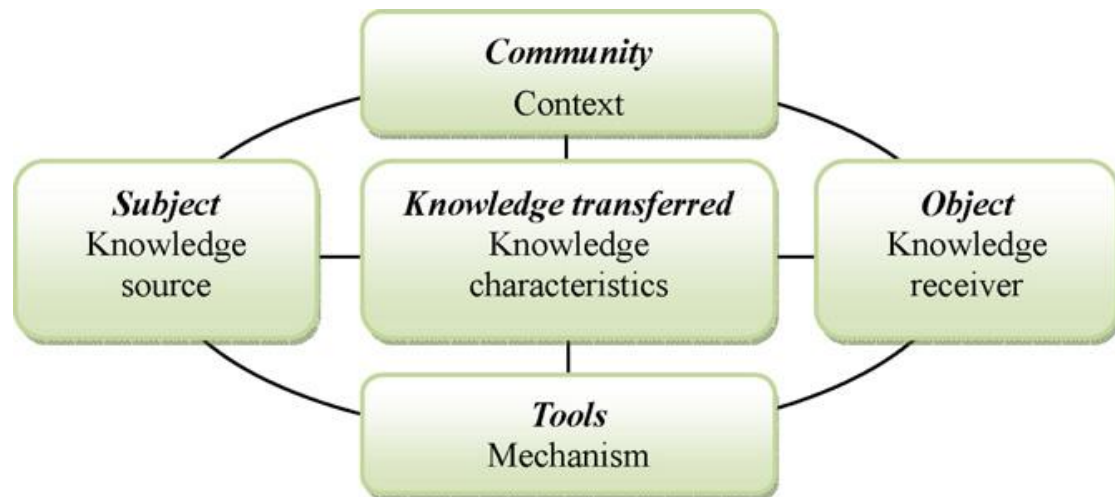

Figure 2 Research model 2

Part B:

1. The trend of using blogs as an e-learning tool has rapidly proliferated in education. Participants' intention to use course blogs has become a critical issue since it strengthens participation in online learning. To achieve the continued intention of using course blogs, it is of strategic importance for the members of course blogs to understand the factors that affect the participants' intention. Describe two appropriate theories of the participants' intention in course blogs. (25%)

2. Business relationships are built, maintained, and enhanced to achieve corporate goals. In inter-organizational relationships, different types of relationships are formed, based on the type of collaboration, from close collaborative product development to simple buy-and-sell interaction. Managing relational risk requires appropriate relational governance for adaptable control and collaboration simultaneously in a dynamic environment. Describe two appropriate theories of relational governance and risk management in inter-organizational information sharing. (25%)