

105 博士班資格考

科目：資訊管理理論與應用

時間：4 小時 (Closed book)

作答時，請注意各題之比例配分，並清楚標示題號

Part I. (50 分)

Please briefly tell what the major differences and similarities between the following theories are:

1. Social learning theory vs. Cognitive learning theory (15%)
2. Human cognition theory vs. Social cognition theory (15%)
3. Organizational information processing theory vs. Cognitive information processing theory (20%)

Part II. (50 分)

1. Internet of Things (IoT) raises issues about (1) Internet technologies that connect smart objects, (2) advanced devices that capture and share information, and (3) applications that leverage new business models or platforms. From a system level, those features support device heterogeneity, scalability, ubiquitous data exchange, energy-optimized solutions, location and tracking capabilities, self-organization capabilities, semantic interoperability, and data management. Thus, standardization, security, privacy, addressing and network are open research issues. Propose major research challenges in this field and suggest appropriate theories to approach this area. (25%)

2. Competition may occur from any part of the world in a hyper-competitive environment. Firms Integrate both buffering and bridging perspectives that can improve understanding reducing uncertainty and as a result greater competitive advantages. Buffering is external to a current relationship as it seeks to external resources in generating value and mitigating the detrimental consequences of disturbances that the relationship may confer. Bridging is internal to a current relationship as it focuses on timely information and the evaluation of the risk and benefits in collaborative structures. Describe representative theories related to this phenomenon and the interrelationships between both perspectives. (25%)