

## 106 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

1. Take an IM theory to explain what and how to make a research issue in IM? (15%)
2. “New Retail” is a hot issue now. Try to apply the IM theories you know to propose a research framework for digging in this issue. You should define the purpose of your research and illustrate how you come out this framework as details as possible. You also need to show how to validate the result of your research. (35%)
3. Lots of evidence suggests that problematic use of social media (i.e. Facebook and Line) has become prevalent among a large proportion of users and led to significant behavioral and psychological problems. To investigate issues related to the psychological dependence of social media, suggest and describe at least two theories, then propose a research framework, finally discuss possible findings and implications. (25%)
4. Information systems are important tools to enhance efficiency and effectiveness of individuals or organizations. The extent to which users accept specific information system and make good use of it determine the extent to which it can materialize value. Apply appropriate theories from different perspectives, to discuss the antecedents as well as users’ psychological processes of e-learning system acceptance in general. Furthermore, since users might construct an information system at different levels of concreteness or abstraction, elaborate the role different psychological characteristics play in adoption decision based on related theories. (25%)