

95 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

A 部份 50%

1. Describe the major economic theories that help explain how information systems affect organizations.
2. Describe the resource-based theory of the firm and its VRIO framework; suggest critical ways for firms to create sustainable competitive advantages.
3. Describe information processing theory and technology acceptance model (TAM) briefly; comment on their implications for the design of retailing e-store layouts.
4. Describe Delone & McLean model of IS success and SERVQUAL model; apply them to the evaluation of CRM systems.
5. Describe and relate organization change theory to Lewin change model to interorganization.

B 部份 50%：評分標準以所列文獻為依據，或引用相關文獻再發揮

1. What is problem-solving theory (2002 Massey et al.)? **5%**
Please list the steps of problem-solving process (1989 Evans, J.R. 1960 Simon, H.A). **5%**
For problem solving technologies, Please list and explain some methods.**10%**
2. What is Bayesian theory (2000 Dey and Sarkar)?**5%**
What is the difference between Bayesian and Frequentist interpretations of probability in statistical practice?**10%**
3. Please detailed describe Cognitive Mapping Theories (1997 Sheetz et al)? **5%**
What are some of the difficulties for Cognitive Mapping? **5%**
Give an example of the structure of a Cognitive Map.**5%**