

## 資訊管理理論及應用

1. Based on the synthesis of past studies in IS continuance as shown below, describe at least three popular related theories (try to cover as many paths as possible) and comment on future studies of this field. (15%)

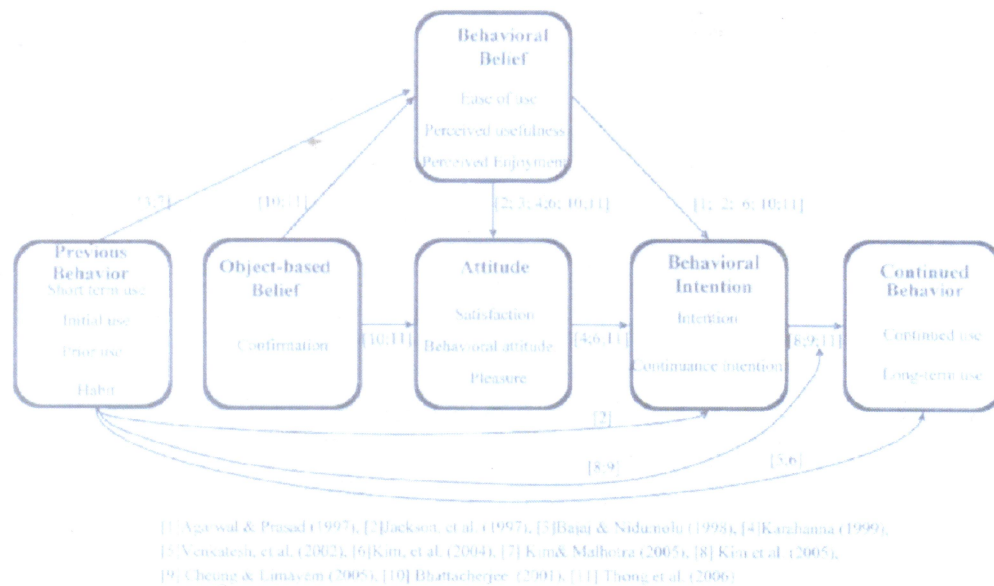


FIGURE 1: Synthesis of Past Studies on IS Continuance

2. Fast-developing social networking sites (SNS) have become the major media by which people develop their personal network online in recent years. Suggest at least three representative theories that you think might help explain why people participating SNS, and then propose a research framework applied with them. (20%)

3. The success of knowledge management initiatives depends on knowledge sharing. Five areas of emphasis of knowledge sharing research have been identified as: (1) organizational context; (2) interpersonal and team characteristics; (3) cultural characteristics; (4) individual characteristics; and (5) motivational factors. Introduce three theories and comment on their relationships with above mentioned areas. (15%)

4. There are many enthusiastic Apple fans who are so proud of their Apple products. They would carry their goodies around as long as possible. They would show them off and persuade others to have one immediately without any hesitation. If a researcher want to investigate the special phenomena of Apple fans, what would be your suggestions for the following questions?

(1) What would be your suggestion for the research goals? Please give your rationale for these research goals. What would be the according contributions? (15%)

(2) Please construct your research framework from a couple of theories relative to this research? Please give your rationale for applying these theories to construct your research framework? Please show how to validate your research framework? (20%)

(3) What would be the limitations of your research framework? Please list the limitations and give the probable enhancements accordingly. (15%)

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