

106 博士班資格考

科目：管理計量方法

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%)

1. Please explain the differences and similarities of multiple regression, conjoint analysis, and structure equation modelling 10%
2. What is statistical power? How to increase statistical power? 10%
3. What is conjoint analysis? Please give an example to explain utility, factors, levels, and profiles for conjoint analysis 10%
4. Please write out the differences between exploratory factor analysis and confirmatory factor analysis for structure equation model. And How do you decide if confirmatory factor analysis is successful? 10%
5. Explain the concept of odds and why it is used in the predicting probability in a logistic regression procedure. 10%

Part II (50%)

6. Please read the attached journal paper (Title: Optimal experience of flow enhanced by telepresence: Evidence from social media use) and answer the questions.
 - (a) In Table 1, please write the reasons why flow positively influences brand equity, e-commerce, motivation, emotion, attitudes, intentions, and behaviors. 10%
 - (b) In Fig. 1., Do you think that the proposed model has any question? Please write out your viewpoint. 10%
 - (c) In Table 3, why the negative direct effect is outweighed by the positive indirect effect? Please give a reasonable explanation. 10%
 - (d) After reading the paper, have you found some problems? Please write the problems and improvement. 10%
 - (e) Please describe the motivation, objective, and research results for this paper. 10%