

國立雲林科技大學資訊管理系
107 學年度第 1 學期博士班資格考
科目：研究方法

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

Please read the attached article and answer the following questions based on your own judgments.

Article: KNOWLEDGE MANAGEMENT SYSTEM USE AND JOB PERFORMANCE: A MULTILEVEL CONTINGENCY MODEL

Part I. (50% points)

- (1) Please do a detailed summary of their research objectives and explain what research methodologies they have implemented? (10%)
- (2) Conduct a deep analysis of their research design with methodologies. How do they apply these techniques to solve the research questions? Why do you think it is appropriate? (20%)
- (3) Based on your own knowledge, please explain the advantages and disadvantages of their research methodologies. How do you increase the rigor of this study? (20%)

Part II. (Please choose any 3 of the following questions to answer. 50% points)

- (4) Base on the case of this study, comment on the appropriateness of conducting both quantitative and qualitative research; suggest situations suitable for each approach.
- (5) Describe the process of a qualitative research.
- (6) Compare mediation and moderation; explain ways to conduct mediator analysis.
- (7) Distinguish between reflective and formative measurement models; explain the criteria used for the assessment of formative measurement models.
- (8) Discuss the collinearity issues of a structural model; explain ways to assess and avoid it.