

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：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 A: 50%

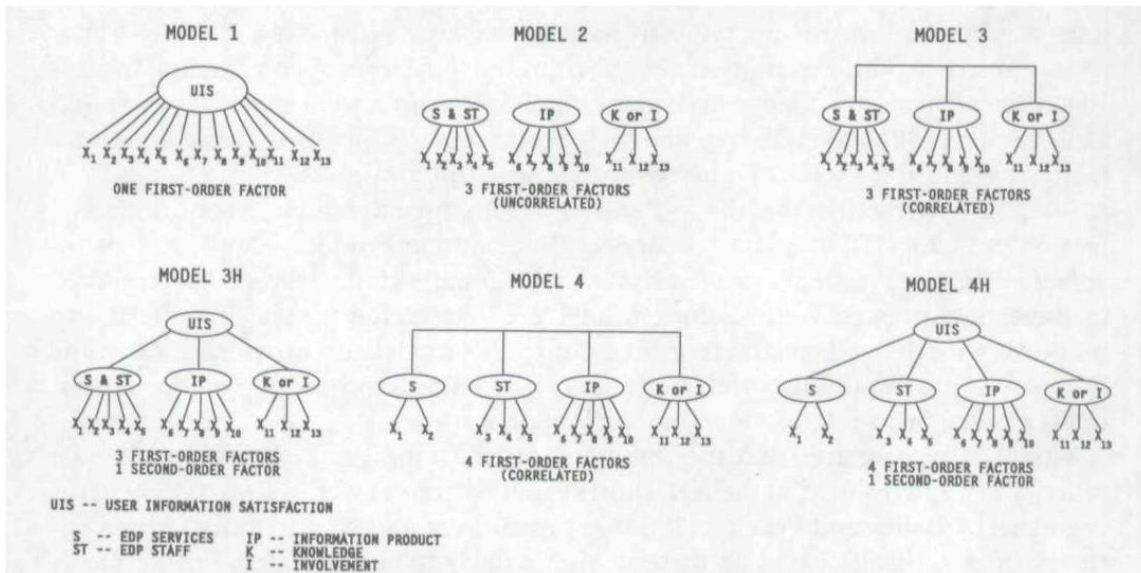
1. Common method bias results from the fact that data were collected from single informants. Research employed several procedural and statistical mechanisms to avoid and to check for such a potential problem.

(1) Please assess procedural mechanisms to reduce common-method bias ex-ante.(10%)

(2) Please explain CFA marker technique to address the issue of common method variance. (15%)

2. What are the violations of Least Square assumptions about error terms? The reason or why normality assumption for the error terms is justifiable. (10%)

3. Describe and discuss appropriate tests for comparison with models below. (15%)



Part B: 50% (第一題與第二題二選一，兩題全做以低分題計算。第三題必做)

Text book (二選一): 20%

1. In multivariate statistics, the multiple regression, logistic regression, and structure equation modelling have some differences and similarities. Please write out their differences and assumption in detail.
2. What is statistical power? Power is not solely a function of alpha. Please explain three factors of determined power and their interrelationships.

Journal article: 30%

The journal paper is attached as Appendix (Title: Precursors of trust in virtual health communities: A hierarchical investigation).

Please read the attached journal paper and answer the questions.

- (a) What is trust from the provided paper?
- (b) From Figure 1. Conceptual model of precursors of online trust in virtual health communities. Please give some improvements and explanations based on you have read the paper.
- (c) From research methodology and results, please point out the disadvantages of this article.