

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：資訊管理理論與應用

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: LEVERAGING CUSTOMER INVOLVEMENT FOR FUELING INNOVATION: THE ROLE OF RELATIONAL AND ANALYTICAL INFORMATION PROCESSING CAPABILITIES

Part I (50 points)

- (1) what are the research gaps identified in this article? Why are these existing gaps adequate according to theoretical and practical perspectives? (10%)
- (2) please describe information processing theory? How the author(s) extends the theoretical lens as relational information processing and analytical information processing capability? (10%)
- (3) what are the key arguments in their theoretical hypotheses and how the results can enhance current understandings? (10%)
- (4) please define the theoretical contributions of this article? Building on their knowledge, please develop a short essay to further enhance the theoretical contributions. (20%)

Part II (50 points)

- (5) In terms of theory of complementarities, describe representative theories that emphasize the proper alignment of technology, organization, and people to make successful information systems. (15%)
- (6) Comment on the arguments of this article, “Although some studies provide useful conjectures on the importance of customer involvement for firm innovation, others suggest that customer involvement may not be as beneficial and can even hinder innovation.” Propose related theories other than those applied in this study to support your viewpoints. (20%)
- (7) Introduce appropriate theories related to “Business Value of IT,” and discuss their managerial implications. (15%)