

管理計量方法

1) Please design two experimental studies, one for using ANOVA and the other one for using MANOVA? Please explain the difference between the univariate ANOVA and the multivariate MANOVA. (10%).

2) Please explain the basic concept of factor analysis, and compare its analytic capability with discriminant analysis. (10%).

3) Applying structure equation modelling (SEM) includes the measurement and structural models. Please describe their assumptions and principles. (10%).

4) Please refer to the paper entitled “Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats” and address this question.

What is the unobserved heterogeneity in structure equation modeling? How do we uncover such an issue and minimize its impact on empirical results (20%).

5) Please refer to the paper entitled “The Mediating Role of Techno-Addiction: The Case of FinTechs” and answer the following questions.

Regarding Figure 1, do you have any questions or concerns about the proposed SSO research model? Please suggest any improvements and explain your suggestions based on your paper review. **(10%)**

What are the steps involved in analyzing moderating and mediating effects in the study? Describe the content and findings shown in the figures related to moderating effects (Figures 1 to 3) and the table showing mediating effects (Table 6). **(25%)**

What are the main disadvantages or limitations of this paper’s research methodology and results? Please provide specific examples to support your points. **(15%)**