

國立中央大學 109 學年度碩士班考試入學試題

所別：企業管理學系 碩士班 一般甲組(一般生)

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企業管理學系 碩士班 一般丙組(一般生)

科目：管理學

本科考試禁用計算器

*請在答案卷(卡)內作答

申論題：共100分，每題25分 *請按題號順序作答。

- (1) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Green Supply Chain Management? (25 分)

Implementation of green supply chain management has become popular for sustainable development goals. Environmental impacts should be considered at every stage of production, and the supply chains should be appropriately designed to minimize pollution while remaining competitive. Due to the fact that every industry has a close and inseparable relationship with its supply chain, green supply chain management seems to be a proper solution for environmental problems. Supply-chain-wide implementation of green supply chain management is more effective than internal greening of a single enterprise. Implementing green supply chain management not only lessens environmental problems but also enhances efficiency and financial performance. It is important to properly conduct green supply chain management evaluation to reflect the degree of environmental improvement and performance.

- (2) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Garbage Can Model? (25 分)

Government IT projects in developing countries face several unique challenges. First, unlike developed nations, where IT education and training are relatively easy to obtain, developing countries typically do not have educational institutions that provide high-quality training in IT. As a result, government IT staffs and IT managers typically suffer from a lack of proper training and education. Thus, government IT projects are often led by project managers with inadequate competencies in IT and are frequently implemented by team members with insufficient skills and knowledge. Second, developing countries in general have underdeveloped IT industries and deficient IT talent pool. With a few exceptions such as India and China, most developing countries do not have a sizeable IT industry, and generally have poor ICT literacy, awareness, and knowledge. Thus, it is very difficult for governments to seek external help to resolve IT issues and therefore must rely on their own resources. Third, governments in developing countries are typically less well-structured compared with those in developed countries. Roles and expectations are typically more fluid, and responsibilities change frequently. Finally, government IT projects are typically severely limited in terms of financial resources. Governments in developing countries usually have limited financial resources to spare on IT projects. With these limitations, managing government IT projects in developing countries becomes even more challenging.

(Source: Zhu Y., Kindarto A. (2016) A garbage can model of government IT project failures in developing countries: The effects of leadership, decision structure and team competence. Government Information Quarterly 33(4): 629-637.)

注意：背面有試題

參考用

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- (3) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Herding Effect ? (25 分)

Our society is increasingly relying on the digitized, aggregated opinions of others to make decisions. We therefore designed and analyzed a large-scale randomized experiment on a social news aggregation Web site to investigate whether knowledge of such aggregates distorts decision-making. Prior ratings created significant bias in individual rating behavior, and positive and negative social influences created asymmetric herding effects. Whereas negative social influence inspired users to correct manipulated ratings, positive social influence increased the likelihood of positive ratings by 32% and created accumulating positive herding that increased final ratings by 25% on average. This positive herding was topic-dependent and affected by whether individuals were viewing the opinions of friends or enemies. A mixture of changing opinion and greater turnout under both manipulations together with a natural tendency to up-vote on the site combined to create the herding effects. Such findings will help interpret collective judgment accurately and avoid social influence bias in collective intelligence in the future.

(Source: Muchnik, L., Aral, S., & Taylor, S.J. (2013). Social Influence Bias: A Randomized Experiment. Science, 341(6), 647-651.)

- (4) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Source Credibility perspective? (25 分)

Internet celebrities may be temporary celebrities that found brief fame on the internet or individuals that increased their popularity by managing accounts on social networking or video sharing websites, eventually making it their profession. As internet celebrities possess high visibility and a great number of fans on the internet, companies are keen to collaborate with them for advertisement. Some well-known celebrities such as Joe Sugg, Smosh, and Michelle Phan all have had experiences working with corporations. In modern commercial markets, companies are attaching more importance to internet celebrities, and have begun seeking internet celebrities to promote products for them. Internet celebrities can promote the exposure of brands. It's unclear, however, whether that exposure can convert to a high purchase rate, which is strongly influenced by the source credibility.

參考用

注意：背面有試題