

國立成功大學

112學年度碩士班招生考試試題

編 號：252

系 所：電信管理研究所

科 目：管理學

日 期：0207

節 次：第 2 節

備 註：不可使用計算機

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

一、請說明或比較下列名詞(或理論)的內容與重要性 (每題 10%，共 60%)

1. ESG
2. 創新擴散
3. 敏捷式組織
4. 先進者優勢與後進者優勢
5. 期望理論與路徑-目標理論
6. 平衡計分卡與 OKR

二、問答題 (共 40%)

1. 請閱讀以下文章摘要，並回答相關問題 (20%)：

In recent years, significant attention has been directed toward the fifth generation of wireless broadband connectivity known as '5G', currently being deployed by Mobile Network Operators. Surprisingly, there has been considerably less attention paid to 'Wi-Fi 6', the new IEEE 802.11ax standard in the family of Wireless Local Area Network technologies with features targeting private, edge-networks. This paper revisits the suitability of cellular and Wi-Fi in delivering high-speed wireless Internet connectivity. Both technologies aspire to deliver significantly enhanced performance, enabling each to deliver much faster wireless broadband connectivity, and provide further support for the Internet of Things and Machine-to-Machine communications, positioning the two technologies as technical substitutes in many usage scenarios. We conclude that both are likely to play important roles in the future, and simultaneously serve as competitors and complements. We anticipate that 5G will remain the preferred technology for wide-area coverage, while Wi-Fi 6 will remain the preferred technology for indoor use, thanks to its much lower deployment costs. However, the traditional boundaries that differentiated earlier generations of cellular and Wi-Fi are blurring. Proponents of one technology may argue for the benefits of their chosen technology displacing the other, requesting regulatory policies that would serve to tilt the marketplace in their favour. We believe such efforts need to be resisted, and that both technologies have important roles to play in the marketplace, based on the needs of heterogeneous use cases. Both technologies should contribute to achieving the goal of providing affordable, reliable, and ubiquitously available high-capacity wireless broadband connectivity.

Source: Oughton, E. J., Lehr, W., Katsaros, K., Selinis, I., Buble, D., & Kusuma, J. (2021). Revisiting wireless internet connectivity: 5G vs Wi-Fi 6. *Telecommunications Policy*, 45(5), 102127.

1.1. 請說明 5G 和 Wi-Fi 6 的特性 (10%)

1.2. 根據文章的論述，請說明你對電信業未來發展的看法 (10%)？

2. 近年來許多產業均提倡生態系(ecosystem)的概念，請解釋其概念以及為何重要？並以中華電信、遠傳、台灣大哥大分別說明各電信業者如何打造生態系 (20%)。