

※ 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、(一)何謂運動管理?(15%) (二)試說明目前全球三個主要運動管理協會組織名稱及其主要學術出版期刊名稱?(15%)

二、請“簡要”說明下列英文摘要 (20%)

In this introduction to the scholarly exchange, the Editorial Team of SMR has responded to two pertinent questions: (a) is eSport a sport; and (b) irrespective of the response to the first question, is eSport relevant for the sport management discipline? As the other contributors to this exchange discuss, the responses to these questions are not straightforward. eSports do satisfy four of the five characteristics of sport. However, despite arguments to the contrary, the degree to which eSport involves physical activity is contestable. In the end, the demarcation of eSport as a sport is likely to depend on the conceptualization used and the specific context. Regardless of this observation, eSport is becoming increasingly interwoven into the fabric of sport organizations (e.g., sponsorship) in attempts to broaden market appeal. What does matter is that eSport is progressively featured in the sporting landscape and that eSport, and its descendants, will continue to grow for as long as there are developments in gaming technologies. Like studies of the fitness industry, sport for development and peace, active wear purchases, fantasy sports, and event participation -- eSport presents the Sport Management academy with a series of problems and questions that, while not certainly of a sporting nature, have direct relevance for the management of sport in the future. [引自 Sport Management Review (2017)]

三、延續第二題，試申論(一)如傳統運動競賽項目(例如游泳、田徑等)，eSport 是否可以在大型運動賽會中(例如亞運)列為一項正式比賽項目，請說明理由? (25%) (二)請分析當 eSport 列為一種正式運動項目時，對“運動管理”在實務上有何啟示(25%)。