

國立成功大學

111學年度碩士班招生考試試題

編 號：258

系 所：體育健康與休閒研究所

科 目：運動管理

日 期：0220

節 次：第 3 節

備 註：不可使用計算機

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※ 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、請以中文簡單說明以下英文重點(20%)

Previous studies have paid little attention to spectators' consumption behaviors and motives for watching different types of esports live-streaming and game genres. This study, therefore, investigates spectator motives and consumption behaviors based on the interaction effects of livestreaming types and game genres. Convenience sampling was conducted to collect 312 responses from Taiwanese individuals via the Professional Technology Temple. The measurement tools include the motivation scale for sport consumption, esports streaming consumption behaviors, and two moderators (i.e., game genres and live-streaming types). The moderating effects were examined using the PROCESS macro. The results showed that esports spectating motives and consumption behaviors are determined by different types of live-streaming and game genres. A matrix of esports spectator segments was developed to illustrate the findings and managerial implications. The study's findings broaden our understanding of esports consumption behaviors and can contribute to the fast-growing esports marketing literature. In addition, the results are expected to help practitioners better segment their consumer groups to develop more tailored marketing programs. (Sources: Sustainability, Ma et al., 2021, p. 1)

二、請以中文寫出下列名詞的內容意涵。

(一) Sustainable Development Goals (SDGs) (15%)

(二) Corporate Social Responsibility (CSR) (15%)

三、自 2019 年來，新冠疫情持續影響產業，運動產業也沒有例外。試以我國職業棒球為例，回答下列問題:

(一) 何謂 Sportscape? (20%)

(二) 請簡單說明新冠疫情對 Sportscape 各種因素的可能影響及因應方式。(30%)