

1. In knowledge management, a policy of **knowledge sharing** requires a high degree of cooperation and coordination among all members of the organization. Describe the relationships among **organizational culture**, **attitude** towards knowledge sharing, and **intention** to share knowledge in the organization.
(30%)
2. With rapid growth, supplier-dealer marketing channels have increased in importance. A channel member's perception of channel power is context dependent, leading to different taxonomies of channel power. Discuss how these different taxonomies may moderate the linkage between relationship quality and dealer satisfaction in Taiwan.
(30%)
3. How might information architecture confer a competitive advantage? Discuss why a company competitive advantage in information management might not be easily duplicated by its competitors.
(20%)
4. Computer mediated environments allow people to communicate and interact electronically, either synchronously or asynchronously. What are the influences of the interface interactivity characteristics on users' internal motivation and external attitudes towards the acceptance of information technology?
(20%)