

系所組別： 企業管理學系在職專班

考試科目： 管理學（專班）

考試日期： 0307，節次： 4

※ 考生請注意：本試題 可 不可 使用計算機

1. Information sharing and partner relationship could be improved by supply chain integration. Process automation is one of the key drivers for increasing process efficiency. It could be expected that product quality and customer service performance would enhance by supply chain integration activities. In your opinion, how would you measure the extent of supply chain integration will increase supply chain performance.

(25%)
2. Firms adopt e-procurement system for participating in e-marketplace. Since the aim of companies is to save cost and improve their performance after participating in the e-marketplace. However, the Internet is full of uncertainties and risks, and thereby we try to understand how trust affects the willingness of companies when considering participating in the e-marketplace. Explain why enterprise-wide e-procurement system and e-marketplace require consistent participator and information technology platform?

(25%)
3. Customer interface quality has been confirmed to influence the success of electronic commerce (e-commerce) critically, and there has been extensive discussion of the effect of customer interface quality on consumer behavior. Discuss how customer interface design quality impacts customer loyalty in e-commerce and whether this impact is mediated by switching cost and customer satisfaction.

(25%)
4. Technology readiness has been applied in a variety of contexts, including telecommunications, health care, online services, and e-business. However, technology readiness consists of various technology beliefs that are categorized into several components, such as increase a customer's technology readiness (e.g., optimism and innovativeness), an inhibitors that suppress technology readiness (e.g., discomfort and insecurity). Please illustrate the relationship between technology readiness and enterprise.

(25%)