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1. Innovation has long been acknowledged as one of the driving forces for the long term survival and growth of the firm. In recent years, firms are experiencing a paradigm shift in how companies manage and organize their innovation activities. In particular, companies are shifting from a closed to an open innovation model.
   (1) Illustrate what's the difference between the two models. (15%)
   (2) Discuss the impact of model shifting on innovation performance of the firm. (10%)

2. It has been increasingly in consciousness of the environment in the last few decades. More people are aware of the world's environmental problems. The green principles were expanded to many departments within organization, including supply chain. Green supply chain management (GSCM) was emerging in the last few years.
   (1) Describe what drives company to adopt GSCM. (10%)
   (2) Discuss the impact of green to the supply chain management and the benefits of green supply chain management. (15%)

3. As a metaphor for the Internet, "the cloud" is a familiar cliché, but when combined with "computing," the meaning gets bigger and fuzzier. Some analysts and vendors define cloud computing narrowly as an updated version of utility computing: basically virtual servers available over the Internet. Others go very broad, arguing anything you consume outside the firewall is "in the cloud," including conventional outsourcing.
   Explain how cloud computing development might impact on the firm's conventional technology strategy and business model.
   (25%)

4. An understanding of the causal relationship between green management and corporate environmental performance such as green technology activities is highly important for the firm's environmental policy and strategy. A firm's ability to undertake its operations in a way that does not damage the environment is a vital part of its competitiveness. Discuss the green performance indicators that a firm might develop to measure and improve its environmental friendliness.
   (25%)