

國立高雄大學九十七學年度研究所碩士班招生考試試題

科目：資訊管理

系所：

考試時間：100 分鐘

資訊管理學系碩士班甲組

是否使用計算機：否

本科原始成績：100 分

1. Please translate and explain the following terminologies. (40%)

- (1) CMMI
- (2) Digital Divide
- (3) EIP
- (4) e-Marketplace
- (5) Network externality
- (6) Podcasting
- (7) Standard War
- (8) VoIP
- (9) WEB2.0
- (10) WIKI

2. What kinds of structural organization changes that are enabled by information technology? Please draw the model according to risks and rewards. (10%)

3. In the information age, businesses have now offered several positions that are MIS related, please list three titles and depict their job description. (10%)

4. In the data protection aspects, there are opt-in mode and opt-out mode, please (1) explain these two approaches respectively; (2) which approach can provide better protection when it is permissible to send Internet users commercial information, please specify your explanation. (10%)

5. Recently there has an IT hot news concerning the Microsoft pursues Yahoo! takeover. Please (1) discuss the insight of this news; (2) if this event came true, what would be the impact and influence; (3) being a researcher, please propose the possible research issues from this event. (15%)

6. Please translate the following article abstract entitled "An Integrated Model of Consortium-Based E-Business Standardization: Collaborative Development and Adoption with Network Externalities", which has published in the top MIS journal, Journal of Management Information Systems (23:4), Spring 2007. (15%)

E-business standards are critical for electronic interorganizational transactions. In many industries, firms develop e-business standards

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collaboratively in a standard consortium. They can choose to become a leading developer, a passive adopter, or a nonadopter. To capture firms' strategic choices at the development stage and the adoption stage, which are related due to the double-sided interactions between the two stages, we propose an integrated model of consortium-based e-business standardization. We find that firms' payoffs from standard adoption increase with the intrinsic value of the standard, but developers' benefits increase faster than passive adopters' benefits. The model examines the value of passive adopters to the standard development via network externalities, even though passive adopters do not contribute directly in the consortium. We find that passive adopters do not always exist. There are two possible equilibria for the endogenous formation of the developer network and the adopter network, one without passive adopters and one with passive adopters. How external conditions affect the endogenous formation of the consortium depends upon whether there are passive adopters in the equilibrium. Based on our analysis, we recommend strategies to e-business standard consortia to motivate firms' participation and enhance social welfare created by the standard.