

國立中正大學 106 學年度碩士班招生考試試題  
系所別：資訊管理學系-甲組 科目：管理資訊系統

第 2 節

第 1 頁，共 1 頁

1. Please discuss the process of strategic/innovative use of information technology (IT) in organizations and the impact of this process on an organization from external competition perspective. What is the difference between strategic use of IT and traditional product innovation in business organizations? 17%
2. Please discuss customer relationship management (CRM) and also compare it with traditional marketing practice in terms of organizational strategy, marketing activities, and performance measurement. Discuss the importance of the role of information technology in the implementation of CRM. 17%
3. Please discuss the issues of de-intermediation and re-intermediation in e-commerce context and their differences in driving the growth of e-commerce. Provide some examples to illustrate their operations. 16%
4. Please discuss social commerce for its definition and importance in the contemporary society. How does social commerce relate to internet marketing or traditional marketing? 16%
5. Please discuss sharing economy for its importance from the perspective of resource management. What is the important role of information technology in supporting the process of implementing sharing economy? Provide an example to illustrate the operational process. What are the potential problems in practice for the new business model? 17%
6. Please discuss why there is a necessity to perform business process reengineering (BPR) before an introduction of new information systems, such as enterprise resource planning systems. You further compare the performance result in terms of performing BPR and not performing BPR and provide an example to explain it. 17%