

2022 年「智慧趨勢商業發展」學術研討會

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研討會手冊

主辦單位：開南大學商學院；

商業創新管理協會(籌備處)

研討會地點：開南大學國際會議廳 (A105)



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一、大會的話

我們正處於新興發展與多元趨勢整合的時代，人與人以及人與企業的各種關係是實時的、選擇是多元的、供給是隨需的、變化是持續的，而掌握發展的關鍵在於適時檢視組織是否在正確的道路上前進，並藉此順勢而為與為提早佈局做準備。本協會成立的宗旨即在結合並擴大菁英知識，適時關注及發佈有助益國家社會人民之重要說明，進而輔導產業發展與升級，特舉辦此次學術研討會，集結社會大眾菁英多元化的研究方向，聚焦於智慧科技與商業環境趨勢之發展，此次論文發表的主題涵蓋如下：

1. 智慧科技
2. 創新管理
3. 電子商務
4. 流通與供應鏈管理
5. 觀光休閒
6. 健康產業管理
7. 個案研究
8. 組織創新
9. 其他商業趨勢及營運創新相關議題

二、研討會議程

111年3月19日(星期六)			
時間	時長	流程	發表與講題
10:00~10:10	10 分鐘	致詞	葉耀明教授/開南大學商學院院長
10:10~10:35	25 分鐘	口頭發表	<p>題 目: 後疫情世代網路媒體與網紅效益對動物保育機構永續發展之影響</p> <p>發表人: 李貞慧/開南大學商學院碩士班研究生</p> <p>主持人: 凌孝碁/開南大學行銷系副教授</p> <p>評論人: 林建宏/開南大學國際企業學系助理教授</p>
10:35~11:00	25 分鐘	口頭發表	<p>題 目: 後疫情時代台灣郵輪跳島旅遊意圖之研究</p> <p>發表人: 張可薇/開南大學商學院碩士班研究生</p> <p>主持人: 凌孝碁/開南大學行銷系副教授</p> <p>評論人: 林建宏/開南大學國際企業學系助理教授</p>
11:00~11:20	20 分鐘	口頭發表	<p>題 目: 消費者的知覺價值及知覺相對優勢對忠誠度及新服務採用意圖的影響—以蝦皮店到店為例</p> <p>發表人: 詹美珠/開南大學商學院碩士在職專班研究生</p> <p>主持人: 凌孝碁/開南大學行銷系副教授</p> <p>評論人: 林建宏/開南大學國際企業學系助理教授</p>
11:20~11:30	10 分鐘	合影	
11:30~12:30	60 分鐘	午餐、茶敘及交流及海報展示	
		海報發表	<p>題 目: 人力資源訓練系統活動與策略分析之研究</p> <p>發表人: 孫馨田/開南大學商學院碩士在職專班研究生</p>
			<p>題 目: 台灣年輕族群線上購物先買後付消費模式的研究</p> <p>發表人: 鄭玉弘/開南大學商學院碩士在職專班研究生</p>
	<p>題 目: 後疫情時代知覺價值和知覺風險對使用 Airbnb 影響之研究</p> <p>發表人: 李育臣/開南大學商學院碩士班研究生</p>		

時間	時長	流程	發表與講題
12:30~12:50	20 分鐘	口頭發表	<p>題 目：馬斯洛需求理論、人格特質、生活幸福感對 Z 世代反自拍 App 採用意圖的影響</p> <p>發表人：古雍正/開南大學商學院碩士在職專班研究生</p> <p>主持人：林建宏/開南大學國際企業學系助理教授</p> <p>評論人：凌孝綦/開南大學行銷系副教授</p>
12:50~13:10	20 分鐘	口頭發表	<p>題 目：個人資訊保護重要嗎？人臉辨識科技使用意願的研究</p> <p>發表人：洪令瑜/開南大學商學院碩士班研究生</p> <p>主持人：林建宏/開南大學國際企業學系助理教授</p> <p>評論人：凌孝綦/開南大學行銷系副教授</p>
13:10~13:30	20 分鐘	口頭發表	<p>題 目：探討顧客體驗價值及企業社會責任對顧客關係品質與忠誠度之影響 - 以家樂福「食物轉型計畫」為例</p> <p>發表人：許仁傑/開南大學商學院碩士在職專班研究生</p> <p>主持人：林建宏/開南大學國際企業學系助理教授</p> <p>評論人：凌孝綦/開南大學行銷系副教授</p>
13:30~13:50	20 分鐘	口頭發表	<p>題 目：「剩食」變「勝食」？探討消費者知覺價值及知覺風險對剩食 APP 採用意願的影響-以認知程度為干擾變數</p> <p>發表人：詹彥儀/開南大學商學院碩士在職專班研究生</p> <p>主持人：林建宏/開南大學國際企業學系助理教授</p> <p>評論人：凌孝綦/開南大學行銷系副教授</p>
13:50~14:00	5 分鐘	Q&A	
14:10~14:15	5 分鐘	閉幕	蕭君華/開南大學商學院教授
14:15~14:20	5 分鐘	合影	

三、論文發表摘要

1. 後疫情世代網路媒體與網紅效益對動物保育機構永續發展之影響

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摘要

2020 年世界各國因新冠肺炎封城的影響，在國外有許多機構都已面臨關閉的危機，而其中動物園及海生館更是因為「零訪客」而陷入財困危機。許多動物園及海生館（以下簡稱動保機構）開始利用官方網路及社群平台，放送動物日常作息及教育學習資訊，包括照片及影片，甚至還有進行直播活動，都是為了增加與大眾交流的機會，同時也為了日後類似封園情況做預備。儘管在台灣疫情相對有受到控制，但是也因為這次的疫情短暫封園的影響，台灣的動保機構也更進一步強化網路媒體的資訊傳播功能。然而社會大眾在這段無法進行實地參訪展館的時間，是否會上網搜尋官方網站或社群所發送的動物資訊和影片，他們願意訂閱官網定期收到更新消息的意願如何？對於他們日後去實地參訪是否有所影響？或者願意去參與動物認養計畫進行捐款呢？為了解答上述問題，本研究以 S-O-R（刺激-有機體-反應）作為理論基礎，探討動物園與海生館的官方網站（包括社群平台）的媒體資訊內容特徵（資訊品質、互動性）及網紅效應（吸引力、喜好度）的刺激因素，對上

述消費者行為反應（包括訂閱官網、參觀、及捐款意願）的影響，並探討其中消費者內在機制（包括動物保育態度、對官方媒體對信任、享樂價值）的中介變數影響。

本研究以問卷調查為研究方法，以紙本及網路同步進行蒐集資訊，發放對象為曾經參觀過動物園或海生館的旅客，總共發放了 338 份問卷，篩選掉填答不完全及沒有去過動物園或海生館的無效問卷，最後回收有效問卷共 321 份（有效問卷率為 95%），資料分析方法是結構方程模型(Structural Equation Modeling, 簡稱 SEM 模型), 及統計軟體(SPSS14.0 及 SmartPLS 3.3.5 版本) 進行實證分析，研究結果為如下：官網的資訊品質及互動性會透過消費者的內在機制，對他們的參訪、訂閱、捐款意願有正向的影響。其次，官網的網紅的吸引力及喜好度透過消費者的內在機制，對他們的行為反應也會有正向的影響。本研究結果可以建立消費者對動物生態保育的態度，作為園方或館方經營及服務管理之參考，並得以永續經營。

關鍵字：SOR 理論；資訊品質；互動性；網紅效應；動物保育態度

1. The impact of online media and internet celebrities on the sustainable development of animal protection organizations in the post-epidemic era

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Abstract

In 2020, many institutions around the world were forced to close due to covid-19, which led to the closure of many institutions. Zoos or aquariums even faced the direct impact of the financial crisis due to "zero visitors". Many zoos and marine aquariums (hereinafter referred to as animal protection organizations) have begun to implement official websites and social platforms to broadcast animal daily life and educational information, including photos and videos. They even live stream to increase communication with the public and prepare for a similar situation (e.g., lockdown) in the future. Although the epidemic situation in Taiwan is relatively under control, it is also affected by the short-term closure. Taiwan's animal protection organizations have further strengthened the information dissemination function of online media. However, during this period when it is not possible to visit zoos or aquariums in person, will consumers actively search the Internet for animal information (including videos) sent by official websites (including YouTube and social media)? Are they willing to subscribe to the official websites to receive regular updates? Will this have an impact on their future visits or on their willingness to donate to animal adoption programs? In order to solve the above questions, the current study adopts the S-O-R model (stimulus – organism – response) as the theoretical base, and aims to explore the impact of external media stimulus on consumer response (including their willingness to subscribe official websites, visit, and donate). The external media stimulus consist

of information content characteristics (i.e., information quality, interactivity) and internet celebrity effects (i.e., attractiveness and likability). The mediating effect of internal mechanisms of consumers (including animal conservation attitude, trust in official media, and hedonic value) is also examined.

This study uses surveys as the research method, and collects research data through paper questionnaires and online questionnaires for consumers who have been to zoos or aquariums. A total of 338 questionnaires were distributed. After excluding incomplete answers, a total of 321 valid questionnaires were recovered (the effective rate was 95%). The data analysis method was based on the structural equation model (SEM), and statistical software (SPSS 14.0 and SmartPLS version 3.3.5). The results of the study are as follows: information content characteristics have a positive impact on consumers' response (i.e., willingness to visit, subscribe and donate). Secondly, the internet celebrity effects also have a positive impact on their behavioral responses. Third, the mediating role of consumer internal mechanism is confirmed. The results of this study can provide suggestions for establishing consumers' attitudes towards animal ecological protection, and can be used as a reference for managers of animal protection organizations to achieve the goal of sustainability.

Keywords: Stimulus-Organism-Response Framework; Information quality; Interactivity; Internet celebrity; Animal preservation attitude

2. 後疫情時代; SOR 理論; 郵輪跳島旅遊; 防疫措施; 娛樂活動; 科技創新

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摘要

2020 年新冠病毒使全球經濟停擺，各行各業皆受到衝擊，旅遊業尤其受到影響。然而在台灣卻因防疫有成，連續 8 個月的本土感染 0 確診紀錄，旅遊業者在一切國際旅遊全面停擺之際，逆勢推出台灣郵輪跳島旅遊，強調「偽出國」的創新旅遊模式、防疫政策結、並結合新興科技產品（智慧手環），積極努力降低遊客在郵輪上病毒感染之風險。在國際郵輪全面停駛之際，台灣的郵輪跳島旅遊在疫情期間乃為全世界創舉，為受到旅遊出國限制及可能面臨封城威脅的消費者而言，提供一個新穎、安全、及兼具娛樂性的旅遊方式。然而消費者對郵輪上各項防疫措施是否會感到安心？他們是否會感到心動，及化為行動，願意呼朋引伴一起去旅遊？為了解答上述疑問，本研究目的為探索後疫情時代，消費者對於旅遊業者推出的郵輪跳島旅遊的旅遊意願及推薦意圖，及其影響因素。我們以 SOR 模型為理論基礎，驗證郵輪各項設施（包括郵輪娛樂活動、為出國體驗、科技創新、及防疫措施）的外在刺激因素，透遊客內的在機制（即有機體，包括認知、感性、信任）對於旅遊行為意圖的影響（旅遊及推薦意圖）。本研究方法為問卷調查法，採網路進行問卷調查，

共回收 403 份問卷，使用的資料分析以結構方程模型的方法(Structural Equation Modeling, 簡稱 SEM 模型)，並以統計軟體 SPSS、LISREL 進行實證分析。研究結果如下：

1. 郵輪娛樂活動、偽出國體驗及科技創新、防疫措施對遊客的內在機制有正向的影響。
2. 遊客的內在機制對他們的旅遊意願及推薦意圖有正向之影響。

據此，本研究結果應可供後疫情時代，旅遊業者推出不同旅遊方案、品牌經營及服務管理之參考。

關鍵字：後疫情時代；SOR 理論；郵輪跳島旅遊；防疫措施；娛樂活動；科技創新

2. A study on the travel intentions of “Taiwan Island Hopping” cruise ship in the post-epidemic era

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Abstract

"The outbreak of the covid-19 pandemic has had a severe impact on the global economy in 2020. Businesses in all industries were hurt, especially tourism. At a time when the global tourism industry is shut down, Taiwan’s travel companies have resumed an island-hopping ocean cruise, the only cruise ship sailing by sea in the world. This all attributes to Taiwan’s success in epidemic prevention - no one has been infected for 8 consecutive months. This “island-hopping tour” cruise ship emphasizes a novel travel way of “similar to overseas travel”, strict pandemic-prevention policies, and innovative technology products (smart bracelets), in an effort to prevent tourists from the risk of contracting covid-19. However, during the pandemic, will consumers feel safe with the various epidemic prevention measures on cruise ships? Will they be so moved by this “island-hopping tour” that they are willing to take action (participate) and even invite family or friends to travel with them?

In order to answer the above questions, the purpose of this study is to explore consumers’s travel intentions and recommendation intentions of this “island-hopping tour” cruise ship after the post-epidemic era, and their influential factors. We adopt the SOR model (stimulus-organism-response) as the theoretical basis to verify the impact of external stimuli factors regarding various cruise characteristics (e.g., cruise entertainment activities, similar to overseas travel experience, technological innovation, and epidemic prevention measures) on tourism behavior intentions (travel and recommendation intentions). The intermediating role of

consumer internal mechanism (that is, cognition, affect, and trust) is also examined. We used questionnaire survey as the research method and a total of 403 questionnaires are collected through the Internet. Research data is analyzed with Structural Equation Modeling (SEM) method and the statistical software (SPSS 14.0 and LISREL 8.5 version). The results of the study are as follows:

1. The external stimulus factors of “island-hopping tour” cruise characteristics have a positive impact on consumers’ internal mechanism.
2. Consumers’ internal mechanism has a positive impact on their travel intention and recommendation intention.

Accordingly, the results of this study could be used as a reference for tourism industry to launch innovative tourism programs in the post-pandemic era."

Keywords: Post-pandemic era; Stimulus-Organism-Response; Island-hopping cruise ship; Pandemic prevention measures; Technological innovation

3. 消費者的知覺價值及知覺相對優勢對忠誠度及新服務採用意圖的影響——以蝦皮店到店為例

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摘要

因疫情衝擊，導致行動商務網購成為全民主要消費行為，一時之間群雄並起，連全家和 7-11 漸漸地開始經營自己的網路賣場服務。為了掌握物流主導權及穩住網路購物電商平台的龍頭地位，蝦皮開啟了新服務-「蝦皮店到店」，創建新的一條物流價值鏈，於 110 年下半年，蝦皮店到店在北部林立，著實令人有所好奇，消費者會買單嗎？這項新服務又會為消費者帶來什麼樣的消費價值呢？為了回答上述問題，本研究以消費者知覺價值理論作為理論基礎，探討消費者對於蝦皮購物平台的忠誠度、對新服務的接受度、及「順手帶」意圖，並進而驗證消費者對這項新服務的知覺價值（包含便利性、金錢價值、滿足感、及傳遞價值）及知覺相對優勢對消費者行為意圖的影響。我們以問卷調查為研究方法，透過 LINE 群組及社群網站收集網路問卷資料，發放對象為有使用過蝦皮購物的消費者，預計發放 300 份問卷，資料分析方法是結構方程模型 (Structural Equation Modeling, 簡稱 SEM 模型)，統計軟體 SPSS 14.0 及 LISREL 8.54 版本進行實證分析。本研究預期研究結果如下：

1. 消費者的知覺價值及知覺相對優勢，會正向影響他們持續使用蝦皮購物平台的意願。
2. 消費者的知覺價值及知覺相對優勢，會正向影響他們使用「蝦皮店到店」服務的

意願。

3. 消費者的知覺價值及知覺相對優勢，會正向影響他們到蝦皮店到店「順手帶」意圖的意願。

關鍵字：蝦皮店到店；知覺價值；服務特性；順手帶

3. Influence of consumers' perceived value and perceived relative advantage on their loyalty and willingness to adopt new services - An example of Shopee Self-collection point

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Abstract

Due to the impact of covid-19 epidemic, online shopping became the main consumption behavior of all people. During this period, many stores have entered e-commerce one after another, and even Family mart and 7-Eleven have gradually started to operate their own online shopping services. In order to take control of the logistics and secure the leading position in the online shopping platform, Shopee has launched a new service – “Shopee self-collection point” in 2011, creating a new logistics value chain. However, such a large investment has made many people wonder whether consumers will like this new service? What value will this new service bring to consumers?

In order to answer these questions, based on consumer perceived value theory, the present study aims to examine consumer behavioral intention (i.e., loyalty, acceptance of the new service, and shop by the way) and their influential factors, that is, consumer perceived values (including perceived convenience, monetary value, gratification, and delivery value) and perceived relative advantage. The empirical data were collected through online survey and analyzed using Structural Equation Modeling (SEM) with the statistical software SPSS 14.0 and LISREL 8.54. The expected results of this study are as follows.

1. Consumers' perceived value and perceived relative advantage will positively affect their willingness to continue using the Shopee platform.

2. Consumers' perceived value and perceived relative advantage will positively affect their willingness to use the “Shopee self-collection point” service.
3. Consumers' perceived value and perceived relative strengths will positively influence their willingness to shop by the way at the self-collection point.

Keywords: Shopee self-collection point; perceived value; Service Features; Take it with you

4. 馬斯洛需求理論、人格特質、生活幸福感對 Z 世代反自拍 App 採用意圖的影響

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摘要

隨著社群媒體興盛，人人都能拍出光鮮亮麗的照片，放在網路上吸引他人關注。然而，隨著時間推移，這些過度後製、不真實的生活卻讓越來越多 Z 世代年輕人感到心靈空虛、貧乏。Z 世代使用者認為，社群媒體不該僅是為了自拍、擺姿勢、提升關注人數而存在，他們追求人與人之間更真實的互動，更在乎的是能不能透過社群軟體製造更好的生活時刻和社交生活，不再只是將線下的社交生活線上化（按讚留言分享）。趁這波浪潮趨勢崛起，標榜無法使用前鏡頭「反自拍」的 App，Poparazzi，於 2021 年年 5 月正式推出後就引起一股熱潮，上架 24 小時內就登上歐美等 24 國 App Store 綜合排行榜第一名。

Poparazzi，是一款照片分享社群軟體，除了封鎖了使用者手機的前鏡頭，讓他們無法自拍，其他的特色還包括，不會顯示使用者的追蹤數及貼文也沒有留言功能，因此使用者不用擔心任何與按讚數、追蹤人數以及留言相關的煩惱，試圖消彌用戶在社群媒體上的「完美」焦慮。然而在台灣 Z 世代年輕人是否真的熱情擁抱這類的反自拍 App 嗎？這是否會受到他們本人的人格特質或是重視自尊、自我實現等需求影響呢？

為了解答上述問題，本研究以馬斯洛高階需求理論（歸屬感、自尊、自我實現）、完美主義的人格特質及生活幸福感作為研究理論，探討台灣 Z 世代年輕人對於反自拍 APP 的採用意願。本研究以 Z 世代為研究對象，使用量化分析之問卷調查法，預計發放 300 份問卷，以網路問卷發放方式，除了透過 Line、社群平台發放問卷之外，並採用滾雪球抽樣法(snowball sampling)蒐集問卷，資料分析是以結構方程模型的方法 (Structural Equation Modeling, 簡稱 SEM 模型), 並以統計軟體 SPSS 14.0 和 LISREL 8.54 版本進行實證分析。預期本研究發現如下，此外本研究將根據研究結果提出實務意涵供教育界及業界參考，也提出研究討論及後續研究發展方向。

1. Z 世代的生活幸福感，對反自拍社交 app 的採用意願有正向影響。
2. 馬斯洛需求理論的高階需求層次，對 Z 世代生活幸福感及反自拍社交 app 的採用意願有正向影響。
3. Z 世代自我的完美主義要求，對 Z 世代生活幸福感及反自拍社交 app 的採用意願有正向影響。

關鍵字：馬斯洛需求理論、完美主義、Z 世代、生活幸福感、反自拍 App

4. Exploring the impact of Maslow's theory of needs, personality traits, and satisfaction with life on Gen Z's anti-selfie app adoption

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Abstract

With the rise of social media, anyone can take glamorizing photos and put them on the Internet to attract people's attention. However, as time goes by, these excessive post-production and unreal lives have made more and more young people (i.e., Generation Z) feel empty and needy inside. Gen Z believe that social media should not only serve the need of taking selfies, posing, and increasing the number of followers. They pursue more authentic interactions between people, and care more about whether they can have a better real and social life through social media, rather than taking their private social life online (likes, comments, and shares). Taking advantage of the rise of this wave, Poparazzi, an "anti-selfie" application that cannot be used with the front camera, caused a boom after it was officially launched in May 2021. Within 24 hours of its launch, it ranked first in the App Store in 24 countries including Europe and the United States.

Poparazzi is a photo sharing social software. In addition to blocking the front lens of user's mobile phone and preventing them from taking selfies, other functions include that it does not display the user's tracking number and posts, and does not have a message function, so users do not have to worry about anything related to likes, followers, and comments. In addition, users' anxiety about being "perfect" on social media can be alleviated. However, are Taiwan's Gen Z really keen to embrace this anti-selfie app? Could this be influenced by their own character traits or needs for self-esteem, self-actualization, etc.?

To answer the above questions, this study uses Maslow's hierarchy of needs (i.e., love and belonging, esteem, and self-actualization), personality traits (i.e. perfectionism), and life satisfaction theories to explore their impact on Gen Z's willingness to use anti-selfie apps. This research adopts the questionnaire survey method of quantitative analysis, and targets on Gen Z. It is expected that 300 questionnaires will be distributed through online platforms (such as social platforms such as Line) using a snowball sampling method. We will adopt structural equation modeling (SEM model) and statistical software SPSS 14.0 and LISREL 8.54 to analyze research data. This research findings are expected as follows. In addition, this study will propose practical implications for education and industry reference. Research discussions and future research directions will be also provided.

1. Life satisfaction of Gen Z has a positive impact on their willingness to adopt anti-selfie social apps.
2. Maslow's high-level needs had a positive impact on Gen Z's life satisfaction and willingness to adopt anti-selfie social apps.
3. The perfectionism of Gen Z have a negative impact on Gen Z's life satisfaction and their willingness to adopt anti-selfie social apps.

Keywords: Maslow's hierarchy of needs, Perfectionism, Generation Z, Satisfaction with life, Anti-selfie apps

5. 個人資訊保護重要嗎？人臉辨識科技使用意願的研究

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摘要

隨著科技的進步，生物科技包括人臉辨識技術延伸的眾多應用在金融支付、機場通關、裝置解鎖等，甚至應用到最新奇的無人商店等，儘管這項技術使得我們生活便利，但同時也存在許多法律爭議，例如資安、隱私、消費者個人資料保護等。消費者對於愈來愈多人臉辨識的應用，是熱情的擁抱科技所帶來的便利？還是基於保護個人隱私的抵制態度？

為了了解上述議題，本研究目的為探討消費者對於使用人臉辨識系統使用意願及其影響因素，我們使用科技接受模型(TAM)及計畫行為理論(TPB)做為理論基礎，並加上人臉變數相關影響因素（如，娛樂性、安全性、創新性），驗證上述因素對消費者採用人臉辨識系統的使用意願。本研究以問卷調查為研究方法，透過網路及紙本發放問卷，並以結構方程模型的方法 (Structural Equation Modeling, 簡稱 SEM 模型)，統計軟體 SPSS 14.0 和 LISREL 8.54 版本進行實證分析，總共獲取了 302 份有效問卷。研究結果發現，消費者知覺有用性、娛樂性及創新性會正向影響他們對人臉辨識系統的使用態度，而使用態度、主觀規範及知覺創新性會正向影響他們對人臉辨識系統的使用意願。本研究根據研究結果提出實務意涵供政府及業界參考，此外也提出研究討論及後續研究發展方向。"

關鍵字：人臉辨識系統；科技接受模型；計畫行為理論；知覺創新性；安全性

5. Does personal information protection matter? Research on the willingness to use facial recognition technology

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Abstract

"With the advancement of technology, many biotechnology applications includes facial recognition system have been applied in financial payment, airport customs clearance, device unlocking, etc., and even to the latest unmanned stores. Although this biotechnology makes our lives more convenient, it also generates many legal disputes, such as information security, privacy, and personal data protection. With the increasing use of facial recognition systems, are consumers enthusiastically accepting the technology because of its convenience? Or boycott it for the concerns of personal privacy?"

In order to solve above questions, the purpose of this study is to explore relationships of consumers' willingness to use facial recognition system and their influencing factors. The technology acceptance model (TAM) and theory of planned behavior (TPB) were adopted as the theoretical based. In addition, we incorporated with other influential factors, including perceived playfulness, security, and innovation. Questionnaire survey was used as the research method. Research data was collected through online platform and analyzed by Structural Equation Modeling (SEM) with statistical software SPSS 14.0 and LISREL 8.54 versions. As a result, a total of 302 valid questionnaires were obtained. The results of the study found that consumers' perceived usefulness, playfulness, and innovation positively affect their attitudes toward using

facial recognition system, which in turn, together with subjective norms, and perceived innovation positively affect their willingness to use facial recognition system. Based on the research results, this study proposes practical implications for government and industry reference, research discussions and future research directions are also provided."

Keywords: Facial recognition system; The technology acceptance model; Theory of planned behavior; perceived innovativeness; security

6. 探討顧客體驗價值及企業社會責任對顧客關係品質與忠誠度之影響 – 以家樂福「食物轉型計畫」為例

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摘要

近年來食安問題嚴重，消費者對於食品安全與品質的重視度，已經成為主要的購買因素之一。家樂福推動「食際行動」（即食物轉型計畫），期望透過自有品牌、產地直採、友善土地、有機商品以及動物福利五大行動開始改變，不僅為消費者的飲食安全把關，同時也保護自然環境，採用最友善的方式飼養及耕種，降低農藥及肥料的使用，善盡企業的社會責任。儘管這項計畫立意良好，然而我們想要了解家樂福的顧客對「食物轉型計畫」的體驗，滿意嗎？消費者會因為家樂福的「食物轉型計畫」而認同他們對社會責任與貢獻嗎？這會增加他們與家樂福的關係品質嗎？進而成為更忠誠的顧客嗎？

為了回答上述問題，本研究將針對家樂福的顧客進行研究調查，探索家樂福「食物轉型計畫」對顧客忠誠度影響的研究，我們以消費者體驗價值、社會企業責任、關係品質（包括滿意度、信任、及承諾）、及忠誠度為研究變數。本研究預計以網路問卷調查的方式收集 350 份問卷，並以結構方程模型及統計軟體（SPSS 及 LISREL）來分析研究數據。預期研究結果如下：消費者的體驗價值及認知家樂福的社會企業責任，對他們與公司的關係品

質有正向的影響，後者並進而對顧客忠誠度有正向顯著影響。此外，我們也提出研究討論、實務意涵及後續研究方向供業界及後續研究學者參考。

關鍵字：食物轉型計畫；體驗價值；企業社會責任；關係品質；忠誠度

6. Exploring the impact of customer experience value and corporate social responsibility on customer relationship quality and loyalty - a case study of Carrefour's "Act for Food"

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Abstract

In recent years, food safety issues have become increasingly serious. Consumers are most concerned about food safety and quality when purchasing food. Accordingly, the Carrefour Group has launched "Act for Food" program with five key actions: own-brand products, directly sourced agricultural products, friendly environment, organic products, and animal welfare. While ensuring food safety for consumers, it also protects the natural environment, adopts the most friendly farming methods, reduces the use of pesticides and fertilizers, and fulfills corporate social responsibility. While this program is well-intentioned, we wanted to know how satisfied customers are with this program? Will consumers acknowledge their responsibility and contribution to the society because of this program? Will this program improve the relationship quality and loyalty with the company?

In order to answer the above questions, this research will conduct a research survey on Carrefour's customers to explore the impact of Carrefour's "Act for Food" program on customer loyalty. We use consumer experiential value, social corporate responsibility, relationship quality (including satisfaction, trust, and commitment), and loyalty as research variables. This study is expected to collect 350 questionnaires through online survey. Structural equation modeling (SEM) and statistical software (SPSS and LISREL) will be used to analyze the research data.

The research results are expected as follows: consumers' experiential value and perception of Carrefour's social corporate responsibility will positively impact their relationship quality with the company, which in turn has a positive and significant impact on customer loyalty. In addition, we also propose research discussions, practical implications and follow-up research directions for reference by the industry and subsequent research scholars.

Keywords: Act for Food; experiential value; corporate social responsibility; relationship quality; loyalty

7. 「剩食」變「勝食」？探討消費者知覺價值及知覺風險對剩食 APP 採用意願的影響 – 以認知程度為干擾變數

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摘要

近年來糧食浪費的議題逐漸受到重視，一方面是糧食嚴重的被浪費掉，另一方面也有為數不少的人在貧窮線以下，為舒緩上述問題情況，世界各國已有透過科技手段，借助媒合 APP 使剩食及格外品獲得有效利用的前例。台灣當前亦面臨糧食浪費及廚餘去廢的困境。在科技方面我們可以借鏡國外處理剩食的成功案例，但是國人是否亦能接納剩食再利用的概念？及是否願意採用媒合 APP 購買剩食，以減少食物浪費，促成消費者與業者雙贏的局面？本研究以消費者知覺價值及知覺風險為理論基礎，探討上述因素對消費者剩食購買意願、媒合 APP 的採用意願及口碑的影響。媒合 APP 的知覺價值包含利他價值、便利性及金錢價值。除此之外，我們以消費者對於剩食的認知程度為干擾變數，探討其對於上述關係之影響。

本研究方法採問卷調查法，以便利抽樣方式收集台灣消費者大眾對購買剩食的意願，預計發放 400 份紙本問卷。預期研究結果為：消費者的知覺價值對於剩食購買意願、媒合 APP 的採用意願及口碑有正向影響，而消費者的知覺風險對於剩食購買意願、媒合 APP 的採用意願及口碑有負向影響，並且消費者對於剩食的認知程度對於上述關係產生影響。

據此，本研究結果將可作為政府及學校推廣降低糧食浪費策略之參考，並能提供新創業者評估設置剩食媒合 APP 之可行性，才能給消費者更多的購買選擇性，並達成減少糧食浪費的目標。

關鍵字：剩食；食物浪費；知覺風險；知覺價值；認知程度

7. “Leftover” becomes “winner” ? To explore the influence of consumers’ perceived value and perceived risk on the willingness to adopt the leftover food APP - the moderating effect of consumer awareness of food waste consequence

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Abstract

In recent years, the issue of food waste has gradually received attention. On the one hand, food waste is serious, and on the other hand, a large number of people are below the poverty line. To alleviate the above problems, countries around the world have been able to use technology, especially "matching apps", to make good use of these leftovers and foods that do not meet standard specifications. Taiwan is currently facing the dilemma of food waste and food waste disposal. In terms of technology, , we can learn from the successful cases of handling leftovers abroad, but can Taiwanese accept the concept of leftovers? Are they willing to buy leftovers through a "matching app" that reduces food waste and creates a win-win situation for consumers and the industry?

Based on the theoretical basis of perceived value and perceived risk, this study aims to explore the influence of the above factors on consumers' willingness to purchase leftovers, adopt “matching apps”, and positive word-of-mouth. Consumer perceived values of matching apps including altruism value, convenience value, and money value. In addition, consumers' awareness of food waste consequence will be used as a moderating variable to explore its influence on the above relationship.

We use a questionnaire survey method to explore consumers' willingness to buy leftovers through convenience sampling. It is expected that 450 paper questionnaires will be distributed. The research results will be expected as follows: Consumers' perceived values will positively affect consumers' behavioral intentions (i.e., willingness to purchase leftover food, willingness to adopt matching APPs, and positive word of mouth). Consumers' perceived risk will have a negative impact on consumers' behavioral intentions. In addition, consumers' awareness on the consequence of leftover food will affect the above relationships.

Accordingly, the results of this study will provide suggestions for the government and schools to promote food waste reduction strategies, and recommendations for new entrepreneurs to evaluate the feasibility of designing the leftover “matching app”. In this way, consumers can have more purchasing choices and achieve the purpose of reducing food waste.

Keywords: leftover ; food waste ; perceived risk ; perceived value ; awareness

8. 人力資源訓練系統活動與策略分析之研究

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摘要

由於資訊科技的發展，企業系統的評估模型逐漸改變，並由傳統強調實體資產轉變為看不見的無形資產。本論文之目的在於分析人力資源管理實務，如何創造企業的競爭優勢與系統，並以系統鏈模型為主，探討企業人力資源訓練管理實務的系統活動；同時分別從專業才能觀點與調查對象的 PDDRO (Plan, Design, Do, Review, Outcome) 策略定位模型，建立企業策略與核心人力資源訓練需求的關聯模型，並進一步整合上述三種模型觀點，提出人力資源訓練管理決策模型的架構與研究命題方向，提供管理者對於人力資源訓練管理決策的參考架構。

本研究將規劃分析、招募選用、訓練發展、激勵評估、與賞罰晉升五個程序，融入以員工專業才能為基礎的人力資源訓練管理系統鏈循環模型，並配合企業願景、企業環境、系統與策略、企業核心能力，依據人力資源優勢來源來制定人力資源訓練管理策略。最後從 PDDRO 模型分析，掌握企業策略性明星產業，從人力資源管理系統鏈，探討動態的人力資源訓練策略分析與研究命題方向。

關鍵字：人力資源訓練管理；競爭策略；系統活動；系統鏈；PDDRO 模型

8. Research on human resource training system activities and strategy analysis

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Abstract

"Due to the development of information technology, the evaluation model of enterprise systems has gradually changed, and traditionally emphasis on physical assets has been transformed into invisible intangible assets. The purpose of this paper is to analyze the practical human resource training management (HRTM), how to create the enterprise's competitive advantage and system, and to discuss the systematic activities of the enterprise human resource training management practice based on the system chain model. At the same time, from the perspective of professional ability and PDDRO (Plan, Design, Do, Review, Outcome) strategic positioning model, a correlation model between corporate strategy and human resource training core needs is established. In addition, based on the above three perspectives, we further put forward the framework and research proposition of the HRTM decision-making model to provide reference for human resource training and decision-making management.

This study integrates five procedures of planning and analysis, recruitment and selection, training and development, incentive evaluation, and reward and punishment promotion into the cycle model of HRTM system chain based on employees' professional ability, and in line with corporate vision, corporate environment, systems and strategies, the core competence of the enterprise. We formulate HRTM strategies based on the source of human resource advantages. Finally, from the analysis of the PDDRO model, we identify the strategic star industry of the

enterprise, and discuss the dynamic human resource training strategy analysis and research proposition direction from the human resource management system chain.

Keywords: Human resource training management ; competitive strategy ; system activity ; system chain ; PDDRO model

9. 台灣年輕族群線上購物先買後付消費模式的研究

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摘要

在美國, Apple、PayPal 等大公司都爭先恐後引進了 BNPL (Buy Now Pay Later, 即「先買後付」), 近日 PCHome 也表示將採用 BNPL, 因此開創 BNPL 時代, 特別是在新型冠狀病毒肺炎 (COVID-19) 疫情期間, BNPL 大受歡迎。到底什麼是「先買後付」概念? 它究竟與傳統信用卡分期付款有何區別? 首先網購消費以信用卡與分期付款為主要支付方式, 但是 BNPL 是為新一代年輕人量身打造, 零利率分期付款購買商品, 簡單、方便、好用且易用的提供給無卡的消費者, 相信可以促成店家、金融業者與消費者三贏的局面。然而這樣瞄準年輕人的消費模式, 也能夠獲得台灣年輕族群的青睞嗎? 又怎樣的因素會促使年輕族群願意採用這個新的消費模式呢?

為了解答上述問題, 本研究使用科技接受模式 (TAM) 與計畫性行為理論 (TPB) 作為研究理論, 研究對象為台灣的年輕族群, 預計發放 300 份問卷, 採用網路問卷收集資料, 研究的資料分析是以結構方程模型的方法 (Structural Equation Modeling, 簡稱 SEM 模型), 並以統計軟體 SPSS 14.0 及 LISREL 8.54 版本進行實證分析。預期結果為, 知覺有用性、知覺易用性、主觀規範與知覺行為控制對年輕消費者採用 BNPL 的意願, 有顯著性的

正向影響；此外，有信用卡及沒有信用卡的消費者在上述關係的影響強度也會有不同。本研究根據研究結果提出實務意涵供政府及業界參考，此外也提出研究討論及後續研究發展方向。

關鍵字：先買後付、科技接受模式、計畫性行為理論、結構方程模型

9. A study on the consumption pattern of "buy now, pay later" in online shopping among young people in Taiwan

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Abstract

In the United States, Apple and PayPal are rushing to launch BNPL (Buy Now Pay Later). Recently, PCHome also stated that it will adopt BNPL, thus opening the era of BNPL. In the meantime, BNPL is very popular, especially during the COVID-19 pandemic. What exactly is the concept of "buy now pay later"? How is it different from traditional credit card installment payment? First of all, credit card and installment are the main payment methods for online shopping, but BNPL is tailor-made for the new generation of young people. It is simple, convenient, simple, and easy to use for consumers without cards. We believe it can lead to a win-win situation for stores, financial operators, and consumers. However, can such a consumption pattern aimed at young people also win the favor of young people in Taiwan? And what factors will motivate young people to adopt this new payment model?

In order to solve above questions, the purpose of this study is to explore relationships of consumers' willingness to use BNPL and it influencing factors. The technology acceptance model (TAM) and theory of planned behavior (TPB) were adopted as the theoretical based. Questionnaire survey will be used as the research method and collect data through online platform. Research data will be analyzed by Structural Equation Modeling (SEM) with statistical software SPSS 14.0 and LISREL 8.54 versions. The expected results are that perceived usefulness, perceived ease of use, subjective norm and perceived behavioral control have

significant positive effects on young consumers' willingness to adopt BNPL. In addition, consumers with and without credit cards have different influence strengths on these relationships. Based on the research results, this study proposes practical implications for government and industry reference, research discussions and future research directions are also provided.

Keywords: BNPL (buy now, pay later), technology acceptance model (TAM), theory of planned behavior (TPB), Structural Equation Modeling (SEM)

10. 後疫情時代知覺價值和知覺風險對使用 Airbnb 影響之研究

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摘要

對於觀光旅遊業者來說，2020 年最大的挑戰，莫過於新冠疫情的全球爆發所帶來的影響，尤其是國際旅遊觀光產業幾乎停擺。根據一項報告中指出，2020 年全球旅館業的住房率減少達 42%。但隨著各國逐漸放寬防疫措施，國際旅遊似乎是看到一線曙光，雖然國人對於開放觀光頗為心動，相較於飯店或旅館遊客人數較多，他們是否對於到 Airbnb 訂房感到比較安心？對於國外疫情的擔心是否會影響他們出國旅遊的意願？

為了了解上述問題，本研究探討國際觀光開放後消費者對於入住 Airbnb 意願及其影響因素的探討，包括，網路口碑、知覺價值、及知覺風險（例如，防疫因素）。本研究以問卷調查為研究方法，透過網路發放問卷，並以結構方程模型的方法 (Structural Equation Modeling, 簡稱 SEM 模型)，統計軟體 SPSS 14.0 和 LISREL 8.54 版本進行實證分析，預計發放 300 份問卷。預期研究結果如下，網路口碑及知覺價值對消費者使用 Airbnb 意願有正向的影響，而知覺風險則對他們使用 Airbnb 意願有負向的影響。本研究根據研究結果提出實務意涵供政府及業界參考，此外也提出研究討論及後續研究發展方向。

關鍵字：Airbnb、口碑、知覺價值、知覺風險

10. Exploring the impact of perceived value and perceived risk on the use of Airbnb in the post-pandemic era

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Abstract


For the tourism industry, the biggest challenge in 2020 is the impact of the global outbreak of covid-19, especially the almost shutdown of international tourism. According to a report, occupancy rates in the global hotel industry fell by 42% in 2020. However, as countries gradually relieve epidemic prevention measures, International tourism seems to have a glimmer of light. While consumers are excited about the upcoming opening of tourism, are they more likely to book on Airbnb than at a restaurant or hotel due to fewer tourists? Will worries about the epidemic abroad affect their willingness to travel abroad?

In order to solve the above questions, this study aims to explore consumers' willingness to book on Airbnb after the opening of international tourism and its influencing factors, including online word-of-mouth, perceived value, and perceived risk (e.g., epidemic prevention factors). This study uses questionnaire survey as the research method. Research data will be collected through online questionnaires and analyzed by Structural Equation Modeling (SEM). It is estimated that 300 questionnaires will be distributed. The research findings will be expected as follows: online word of mouth and perceived value have a positive impact on consumers' willingness to use Airbnb, while perceived risk has a negative impact on their willingness to use Airbnb. This study will also proposes practical implications for government and industry reference, research discussions, and future research directions.

Keywords: Airbnb, word-of-mouth, perceived value, perceived risk

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