

國立臺灣科技大學

九十一學年度博士班招生考試試題

系所組別：企業管理系甲組

科目：管理學

總分 100 分

1. The resource-based approach is an emerging framework that has stimulated discussion between scholars from three research perspectives :
  - First, the resource-based theory incorporates traditional strategy insights concerning a firm's distinctive competencies and heterogeneous capabilities. The resource-based approach also provides value-added theoretical propositions that are testable within the diversification strategy literature.
  - Second, the resource-based view fits comfortably within the organizational economics paradigm.
  - Third, the resource-based views complementary to industrial organization research.

**Please, explain : why resource-based approach provides a framework for dialogue and debate between scholars from different research perspectives? (25%)**

2. Manufacturers are paying more and more attention to push strategies due to the importance of marketing channel management.. That is to say, a higher proportion of the promotion pie is devoted to channel promotion (trade promotion).
  - (a) What are the main reasons for manufacturers to award incentives to channel members? How would you categorize these incentives? (14%)
  - (b) Channel member's willingness to accept manufacturer's trade promotion is one of the key issues for channel management. From research point of view, please briefly design a research framework examining channel member's evaluation/acceptance of manufacturer's trade promotion. (11%)



國立臺灣科技大學

九十一學年度博士班招生考試試題

系所組別：企業管理系甲組

科目：管理學

3. (a). Discuss the advantages and disadvantages of adopting group incentive plans. (10 分)
- (b). Use two examples (or cases) to explain and demonstrate the applications of agency theory on HRM practices. (15 分)
4. 何謂公司治理(Corporate Governance)? 公司治理為何重要?  
公司治理如何進行方有成效? (25 分)

