題號： 295
科目：資訊管理導論
節次： 7

國立臺灣大學 113 學年度碩士班招生考試試題

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請於答案卷上依序作答，並註明作答的題號
試卷共四大題

1. Community detection is an important technique for social media analytics. Please answer the following questions related to community detection.
   (a) What is community detection? Please provide a social media analytics application that employs community detection methods. **(10 points)**
   (b) How to evaluate the effectiveness of a community detection method? Please be specific about the evaluation metrics and the evaluation procedure that can be employed. **(12 points)**

2. Enterprise agility, also known as organizational agility, refers to an organization's ability to quickly detect, adapt, and respond to changes in unstable business environments. Previous research indicates that firms exhibiting higher levels of agility often achieve greater firm performance.
   (a) Please provide an example of enterprise agility of a B2B firm. Please provide an example of enterprise agility of a B2C firm. Note that the examples you provide need not be real cases; they only serve as illustrations of what enterprise agility is. **(10 points)**
   (b) Can ITs (information technologies) be employed to help a firm improve its enterprise agility? If your answer is 'yes', please develop an example to show how ITs can help a firm improve its enterprise agility. If your answer is 'no', please offer a thorough explanation to justify your answer. **(10 points)**
   (c) Imagine the following two scenarios: Company A adopts and implements an enterprise resource planning (ERP) system, while Company B opts to develop its own information systems to support various business processes (such as financial, accounting, manufacturing and production, sales and marketing). We further assume that all other factors are identical for both companies. Do you consider that Company A will have higher enterprise agility than Company B, or vice versa? Please provide a detailed explanation to justify your answer. **(8 points)**

3. According to a study by Precedence Research, the global conversational AI market is projected to grow from USD 10.08 billion in 2022 to approximately USD 86.42 billion by 2032. Conversational AI is increasingly becoming critical in the banking sector, transforming how banks interact with their customers.
   (a) Discuss the benefits of conversational AI for a bank's call center. How can the performance of conversational AI in the call center be assessed? **(16 points)**
   (b) Identify the challenges presented by the conversational AI and suggest potential solutions to address these challenges. **(16 points)**

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4. Environmental, Social, and Corporate Governance (ESG) is increasingly gaining recognition as a crucial framework for assessing the long-term sustainability of companies.

   (a) Describe the three dimensions of ESG. **(6 points)**

   (b) Previous research has shown mixed results regarding the effect of IT investment on a firm's financial outcomes. In your opinion, does IT investment influence a firm's ESG performance? If you believe it does not, please explain why. If you think it does, provide your rationale. **(12 points)**

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