109學年度第2學期資訊管理研究所博士班資格考

科目:資訊科技與決策理論

1. Please discuss how behavioral issues in terms of cognitive and affective reactions have an important role in effectively facilitating the design of individual and group DSS, such as decision-making theories or purchasing decision processes. Your discussion may need to provide practical experience and theoretical support. A presentation with one or some examples may be better for understanding its reasonableness. (11%)
2. Please define social commerce with marketing concept and how social commerce for a company-based platform can be supported by group support systems (GSS) or groupware in terms of the concept of process gains and losses of the groupwork. Please explain this by an example. (11%)
3. Please discuss the role of knowledge engineers and the methods of knowledge acquisition from various sources, including tacit and explicit knowledge. Furthermore, discuss the methods of knowledge representation. Finally, the possible data models for properly storing knowledge. You should discuss these concepts based on prior literature. (11%)
4. 請分析近五年 MISQ,ISR,DSS 等資管重要期刊中，機器學習輔助臨床醫療決策之論文的趨勢。 (33%)
5. Please explain why decision support systems can effectively support the decision making. (20 points)
6. Please discuss the research published on *Decision Support Systems* (Elsevier) Journal regarding to the special issue "Market Transformation to an IT-Enabled Services-Oriented Economy". (13%)