

PART A (請註明)

2013 博士班考試 (10 pts each)

1. Discuss and compare the differences between Service industry's R&D (Research and Development) and Manufacturing industry's R&D.
2. Discuss the role-playing and value creation of ICT technology in service innovation? Show examples.
3. Based on a given theory or model, discuss "How to assess the service valuation" and "How to measure service quality". What are the challenges respectively?
4. What personality traits tend to be shared by creative people? Do you think that any or all of these would create significant challenges for the managers of creative workers?
5. What are the drivers for Eco-Innovation? Success factors and obstacles?

Part B(請註明)

以下是曾在台大課堂用來討論 Apple 產品創新的示意圖，請評論修正之，並舉實例(不限產品或行業)說明我國在產品創新所面臨的挑戰、機會與應有且可行的作法。

