

北商學報 第 24 期

民國 102 年 7 月 第 1-22 頁

消費者也是零售商？ 網拍轉售演化之動機行為紮根理論研究

嚴文位*

摘 要

本研究以質性研究方法，試圖找出消費者網拍轉售參與演化過程，作者蒐集10位具2年以上網拍轉售參與的參與研究者，藉由紮根理論方法分析獲得突破性的研究發現。本研究重要的結論如下：

消費者轉售參與演化過程可分為買家模仿期、賣家成長期、專業賣家創業期。買家模仿期，消費者賣家的購物決策與一般消費者無差異。再者，從轉售過程中，買家模仿期之消費者賣家會進入到賣家成長期，成為「消費者賣家+專業賣家」角色，在此階段，「消費者賣家+專業賣家」在購物之購買決策產生了變化，也就是某物品可被轉售與否成為購某物的動機，本研究稱為賣家轉售購買決策。「消費者賣家+專業賣家」之因涉入轉售較多，其轉售動機亦更為複雜。在利之所趨之下和轉售利潤考量，會進一步促使從賣家成長期推展至專業賣家創業期，在此階段，他們成為類零售商的角色，意圖在網拍轉售市場創業，利潤極大化和市占率成為轉售最主要的目的，也因此零售商購買決策成為類零售商最好的解釋。最後本研究依據初步研究發現，分別對消費者提出建議與零售商亦提出管理實務建議。

關鍵詞：消費者轉售、舊品處置、二手物品、購買決策

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收稿日期：101年11月29日；接受刊登日期：102年6月30日

Consumer as Retailer: A Grounded Theory Study of Motivation and Behavior on Online Resale Phases

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Abstract

This study applies the qualitative research approach and uses in-depth interviews with 10 qualified participants. The research procedure follows the grounded theory study, promoting content analysis, and theories' construction. The important conclusions of this study are as follows:

Resale activities for consumers in the evolution process can be divided into the buyer-imitate period, the seller-growing period, and the professional seller-venture period. The main role for the buyer-imitative period is as a consumer-seller mostly. When shopping is not yet subject to resale participation, the shopping decision-making on the consumer-seller and the general consumer had no difference.

Furthermore, from the resale process, the consumer-seller in buyer-imitative period has been turned into the seller-growth period. Consumers become "the role of the consumer-seller + the professional seller".

In this period, "the consumer-seller+ the professional seller" in the purchasing decisions would be different. That is, an article which can be resold or not becomes the incentive to purchase something. This study calls the purchase decision of the seller-resale.

The content of resale for "the consumer-seller+ the professional seller" becomes richer so their resale motivations will be more complicate. The consideration of the resale profit is further driven from the seller-growing period extending to the professional-seller venture period. They become the role of the retailers-like and intent to resale market in the online auction venture. Profit maximization and marketshare become their major incentives in resale. Therefore, the retailer-purchasing decisions are as the best explanation for the retailers-like.

Finally, this study based on our preliminary findings also offers practical recommendations for consumers and retailers.

Keywords: consumer resale, deposition, used goods, purchase decision

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Manuscript received: November 29, 2012; Accepted: June 30, 2013

北商學報 第 24 期
民國 102 年 7 月 第 23-45 頁

The Relationship of Internal Auditors' Business Ethics Perception and Organizational Identification

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Abstract

This study explores the business ethics perception of internal audit staff and its effect to their organizational identification. Moreover, it provides the description of the internal audit staff perception of business ethics, and from the point of view of the value of cohesion illustrate business ethics perception of internal audit staff has impact with their work and the organization's values, or goals consistency (job-organization fit), thereby affecting its organizational identification. In this study the questionnaire is the primary method for conducting quantitative research. Samples come from full time internal audit staff of stock listed company in Taiwan. The results show the relationship of the internal audit staff perception of business ethics and its organizational identification is positively correlated. Furthermore, once the internal audit staff works in ethical corporate services, their perception of business ethics will also to produce a job-organization fit and thereafter produce the organization identification.

Keywords: business ethics, job-organization fit, organizational identification

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Manuscript received: March 19, 2013; Accepted: April 16, 2013

內部稽核人員之企業倫理知覺與組織認同之關係

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摘 要

本研究探討企業內的內部稽核人員的企業倫理知覺對其組織認同的影響，並且從價值凝聚的觀點說明內部稽核人員的企業倫理知覺會對其工作與組織的價值或目標一致產生影響，進而影響其組織認同。採用問卷調查方式進行研究，樣本為台灣上市企業內之全職內部稽核人員。研究結果顯示內稽人員的企業倫理知覺與其組織認同之關係為正相關，以及內稽人員若在具有倫理的企業服務時，其企業倫理知覺亦會使其產生工作與組織契合度並進而產生組織認同。

關鍵詞：企業倫理、工作與組織契合、組織認同

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收稿日期：102年3月19日；接受刊登日期：102年4月16日

北商學報 第 24 期

民國 102 年 7 月 第 47-70 頁

自我效能對組織氣候與員工創造力之關係的 中介角色研究

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摘 要

本研究除探討組織氣候、自我效能及員工創造力之間的關係，更進一步驗證自我效能對於組織氣候與員工創造力之關係的中介角色。本研究以保險業正職人員為研究對象，透過立意抽樣蒐集資料，共發出問卷490份，收回有效問卷376份，有效問卷回收率為76.7%。在控制個人特質之下顯示：組織氣候與員工創造力關係不顯著，但是加入中介變數-自我效能後，直接效果負向顯著，間接效果正向顯著，自我效能具有中介效果，但是直接效果與間接效果之正負符號不同，因此屬於競爭中介關係，顯示尚有其他被忽略之中介變數存在之可能性，並提出管理實務及建議。

關鍵詞：組織氣候、自我效能、員工創造力、競爭中介關係

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收稿日期：102年4月11日；接受刊登日期：102年6月21日

The Mediating Role of Self-efficacy in the Organizational Climate-Employee Creativity Relationship

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Abstract

Besides investigating the relationship among organizational climate, self-efficacy and employee creativity, this study further validates the mediating role of self-efficacy on the relationship between organizational climate and employee creativity. This study takes the insurance industry as the research object, by collecting information through purposive sampling. Total 490 questionnaires are issued and 376 valid questionnaires are kept, the valid questionnaires recovery rate of 76.7%. By controlling the personal characteristics, the relationship between organizational climate and employee creativity is not significant, but added mediation variable - self-efficacy, the direct effect is negatively significant and indirect effect is positively significant. Therefore, self-efficacy has a mediating effect, but due to the contrast symbols between direct effect and indirect effect reveals that it is a competitive mediation, and there could be some omitted mediators ignored. This study also offers management practices and recommendations.

Keywords: organizational climate, self-efficacy, employee creativity,
competitive mediation

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Manuscript received: April 11, 2013; Accepted: June 21, 2013

北商學報 第 24 期

民國 102 年 7 月 第 71-92 頁

隱私或人氣？隱私態度與個人因素對社群網站 後續使用行為之影響

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摘 要

科技的進步造就人類文明的社會，全球網際網路的興起改變人類生活的方式，使得大部分的人利用網際網路來從事社交活動。許多報告指出，臉書 (Facebook) 已成為最受歡迎的社交網路平台，它在人們生活中扮演重要的角色。最近幾年，臉書的使用者大幅增加，因此對人們的互動產生獨特的影響。當個人資訊在社交網路平台揭露時，使用者開始意識到使用Facebook所面臨的隱私問題，隱私管理成為一個值得研究的主題。本研究主要探討：臉書使用者對隱私的關切，包括隱私態度、隱私管理及知覺隱私品質，同時考量使用臉書所帶來的個人滿足與人氣，對臉書使用行為的影響。本研究利用問卷調查蒐集資料，問卷透過線上平台mySurvey進行發放，有效樣本數為360份，並透過結構方程模型 (Structural Equation Modeling, SEM) 使用SPSS 12.0及LISREL 8.51統計軟體進行敘述性統計分析、驗證性因素分析與結構分析。研究結果發現，使用者雖重視隱私，但自我隱私管理與知覺隱私的程度卻很低；使用臉書所帶來的人氣 (Popularity) 與滿足，是影響後續使用行為的關鍵因素。針對以上發現，本研究提出具體結論與建議，供企業或後續相關研究之參考。

關鍵詞：Facebook、社交網站、隱私管理、隱私顧慮、人氣

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收稿日期：102年4月22日；接受刊登日期：102年7月10日

Privacy or Popularity? The Effect of Privacy Attitudes and Individual Factors on Social Networking-Site Behaviors

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Abstract

The development of technologies has created today's human civilization. Internet changes the way that people live nowadays. The most popular way people use to engage social activities are the Internet. Many reports showed that Facebook has become the most popular social network platform and has played an important role in people's life. In recent years, the number of Facebook users increased dramatically. The use of Facebook created a unique impact on people's interaction. When personal information was revealed on social networks, the users to realize that "Privacy" is an issue. Now "Privacy Management" has become the most important topics, which deserves more in-depth survey. The main purpose of this study is to understand how privacy concerns affect social network users, including privacy attitude, privacy management, and perceived privacy quality, as well as how popularity and self satisfaction affect Facebook users' behaviors. This research uses an online survey platform mySurvey, yielded 360 valid responses. SPSS 12.0 and LISREL 8.51 softwares were used to conduct the descriptive statistics analysis, confirmatory factor analysis and structure equation modeling. The results indicate that Facebook users do concern privacy, but the level of privacy management and perceived privacy quality are relatively low. Popularity and self-satisfaction are the key elements affecting Facebook users' behaviors. Finally, this study proposes the conclusions and some suggestions for enterprises to refer to or further research.

Keywords: Facebook, Social Networking, Privacy Management, Privacy Concerns, Popularity

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Manuscript received: April 22, 2013; Accepted: July 10, 2013