

## 編者的話

結束炙熱難耐的暑假，新學期在少子化、高教危機的聲浪中悄悄展開。各校無不努力尋找對抗招生不足的策略，希望能以創新教育的方式，為未來的社會培養人才。面對危機時，創新的想法顯得特別重要，唯有與他人的思考方式不同，才有可能在危機中，創造出一條新路。本刊不僅希望能為管理領域帶來創新思維，也希望能有人文社會領域的學者一起參與，集思廣益。

本期《創新與管理》有三大主題，其一、企業管理：田祖武的團隊討論企業產品召回時的危機處理，從消費者對於危機事件與企業回應方式切入研究，提出其獨到的分析。鄭雅婷將關係行銷策略運用在教育上，面對學生人數少的特偏地區學校，她認為應讓顧客感覺到關係利益的存在，以提升顧客的忠誠度，來對抗少子化所產生的問題。其二、廣告品牌：劉盈佑的團隊承認建立情感品牌的重要性，以 PayEasy 購物網站目標客群為研究對象，探討品牌情意與品牌信任的影響。黃慧新的團隊研究適地性廣告，進一步了解消費者對此類廣告的態度與接受意願。其三、政府組織：邱哲修的團隊以政府信保主管機關改隸為題，探討此一事件對銀行中小企業融資行為是否會有影響。

一直以來，本刊秉持初衷，為商管、人文社會領域中的師、生，提供學術發表的園地，也感謝各位讀者一路的支持。希望大家能夠繼續攜手，一起耕耘這片園地，為相關領域開拓創新的未來。《創新與管理》為季刊，稿件隨到隨審，歡迎各個領域的學者來稿，讓期刊內容更加豐富。敬請不吝賜稿。

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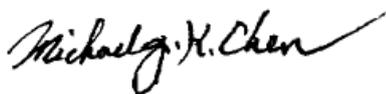
## Editor's Note

The new semester has kicked off in the heated debate of high education crisis. Faced with the low birthrate in society, educational organizations have strived to figure out possible ways to deal with the issue. Innovative education becomes one of the resolutions. In times of crisis, innovative thinking is vital to the survival. The ability to think differently will make one stand out. The *Journal of Innovation and Management* has worked to bring innovation in the management profession. We also encourage experts from social sciences to participate.

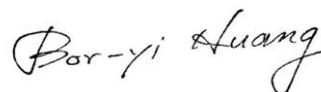
There are three main themes in this issue. The first is about management. Tien Tzu-Wu and his team deal with crisis management when a company recalls its products, investigating the businesses' responsive adjustments in the process. Cheng Ya-Ting applies relationship marketing in the case of education, targeting her research on schools in remote areas. Her research might provide a solution for schools mentioned earlier to fight low birthrate nowadays. The second theme of this issue is about advertisement and brands. Liu Ying-Yu's team use PayEasy as a case study, focusing on the influence of brand affect and brand trust of emotional brand on brand loyalty. Huang Hui-Hsin's team, in the other hand, study location-based service direct mail and the customers' acceptance of such kind of advertising. The last paper tackles the issue of management from the government's side. Chiou Jer-Shiou's team research on the influence of government re-organization on bank financing for Taiwan's SMEs.

JIM has anticipated itself as a publication in which experts and students in the field of management and social sciences present their research results. We value and appreciate your efforts and sincerely hope that you will continue to give us your support. JIM is a quarterly. Your manuscript will be received and processed anytime. We encourage English and Chinese submissions.

Yours truly,



Michael J. K. Chen, Publisher



Bor-Yi Huang, Editor in Chief  
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