

編者的話

暑假是段令人期待的時光。在忙碌的教務告一段落之後，學子們開始他們的另類學習，或旅遊、或工讀。對研究學者來說，暑假是個充電的好時機，終於可以埋頭專心研究。預祝各位讀者都能有個充實、滿意的暑假假期。

本期的《創新與管理》期刊，內容一樣豐富。隨著網路世界的發達，越來越多研究探討線上服務的議題。在「宅經濟」的帶動之下，消費者的購買行為也經歷重大改變。「揪團」、「團購」儼然成為新的消費趨勢。李瑞元的團隊深入團購消費群，調查影響他們揪團的各項因素。江義平的團隊也探討網友在使用社群媒體時的選擇考量。兩篇論文均以網路服務的使用者為主，試圖分析出影響網友選擇某項服務的因素，能提供未來網路服務提供者更多改善的建議。另外三篇論文則是探討實體企業中的各種抽象特質。張仁家的團隊更是難得的以女性為題，觀察台灣女性創業家的柔性管理能量。黃靖文的團隊研究組織內人際信任與創造力之間的關聯。林彩梅的團隊則是探討企業倫理與工作滿意之關係。

感謝讀者持續的支持與協助。在暑期的密集研究之後，非常歡迎您將研究的成果，投稿《創新與管理》期刊，稿件隨到隨審，敬請不吝賜稿。本刊也將繼續厚植這片學術發表的園地，讓學術、實務界中的師、生有呈現其研究結果的機會。

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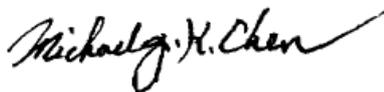
Editor's Note

Summer vacation is always a time of recharge. While students are on their own to their alternative learning, such as traveling and working, researchers can finally avail themselves of this opportunity to complete their interested projects, without being distracted by other responsibilities. We wish all the readers a fruitful and fully-recharged vacation.

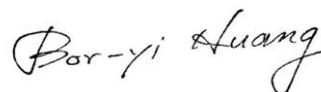
As usual, we have selected high-quality and interesting research papers for our supportive readers. While the online business is thriving, more and more researchers start to explore the intriguing topics behind the phenomenon. Two out of five papers in this issue address such topics. Undoubtedly, the Internet has changed the buying habits of a majority of consumers. "Group buying" has suddenly become a new trend. Maria R. Lee's team works on the characteristics of participants in online buying groups. On the other hand, Chiang I-Ping's team focuses on web users' information sharing behavior on online social media. Both papers provide insights for online service providers. Other papers then address the intangible traits of a business. Chang Jen-Chia's team looks into the strong interpersonal skills of female entrepreneurs, a rare topic in a male-dominant world. Huang Jing-Wen's team explores the relationship between interpersonal trust and creativity, while Lin Tsai-Mei's team focuses on that between business ethics and job satisfaction.

The JIM appreciates the continued support and assistance from our readers. After the intensive research during the vacation, we do welcome your contributions and would love to share your research results. Your manuscript will be received and processed anytime. Submissions in English and Chinese are both welcome. We will continue to make this journal a better place for you to demonstrate and share your academic fruits.

Yours truly,



Michael J. K. Chen, Publisher



Bor-Yi Huang, Editor in Chief
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