編者的話

隨著科技的快速進展與全球化的激烈競爭，持續的創新已成為在不斷變化的商業環境中生存所需的先決條件。創新必須依賴可獲得的知識，而且成功的創新所牽涉的因素相當複雜。有鑑於此，《創新與管理》期刊秉持初衷，希冀能打造一個跨領域的創新知識整合平台。

本期《創新與管理》期刊精選四篇論文，第一篇利用將線上口碑分為四種並以一致性為干擾變數來探討線上口碑對消費者購買意願的影響；第二篇探索到杭州旅遊者選擇民宿所考量因素以及對民宿的滿意度，其研究成果提供業者針對不同市場區隔提昇滿意度的建議；第三篇發展一套適用於衡量網路社群媒體行銷成效的研究架構，其包含社群媒體行銷之採用成因、社群媒體參與行為、社群媒體行銷所產生的效益等三個主要因素；第四篇透過德爾菲法專家訪談建構藍寶石基板製造業中的心理契約影響員工留任之指標架構，並採用員工與企業雙視角，借由決策實驗法與網路分析程式法確定其中關鍵因素。

本期刊在穩定中持續發展，歡迎各相關領域專家學者踴躍投稿，以豐富本期刊內容，投稿稿件採隨到隨審，敬請不吝給予指教與賜稿，與讀者分享各位在專業領域中的研究成果。

發行人　　主編

陳振貴

謹識 2017.01

Editor's Note

With the rapid evolution of technology and the fierce competition of globalization, constant innovation has become a prerequisite for survival in today's changing business environment. Innovation is extremely dependent on the availability of knowledge and the success of innovation involves a number of complicated factors. The Journal of Innovation and Management aims to create a platform for the exploration and promotion of innovation over a wide range of disciplines.

This issue of the Journal of Innovation and Management publishes four high-quality and original papers. The first article investigates the effect of online word-of-mouth on consumer purchase intention by separating online word-of-mouth into four types and considering conformity as a moderator. The second article explores the factors influencing Bed & Breakfast selection and the consumer satisfaction for Bed & Breakfast by the tourists in Hangzhou. The results provide some suggestions for satisfaction enhancement in different market segmentations for the industry. The third article establishes a conceptual framework, which includes three key elements: the reasons of adopting social media marketing, the customers' engagement on social media, and the rewards from social media marketing, to measure the effects of social media marketing that includes three key elements: the reason of adopting social media marketing, the customers' engagement on social media, and the rewards from social media marketing. The fourth article uses Delphi technique to interview industrial experts and builds a suitable research framework of how psychological contract influencing employee retention of sapphire substrate manufacturing. DEMATEL and ANP process have been used to identify the key factors from the point of view of both employee and enterprise.

The Journal of Innovation and Management welcomes original and insightful submissions from the business, management and social science. Your manuscript will be received and processed anytime. We look forward to reviewing your submission and sharing your academic findings for our readers.

Yours truly,

Michael J. K. Chen, Publisher　　Chiang Ku Fan, Editor in Chief

2017.01