

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》期刊精選三篇論文，第一篇探討在賭博式價格促銷情境下，產品品牌熟悉度、網路口碑與抽獎可控性是否會影響此價格促銷活動的參與意願與品牌轉換意願；第二篇探究消費者如何採用 O2O 營銷模式，並試圖發展出一個用以衡量採用 O2O 影響因素與採用行為間關聯性的分析模式；第三篇藉由 24 張圖、20 個表，廣泛綜述世界經濟、金融、貨幣等三大面向的過去、現在與未來。台灣整體經濟發展亦被提出來，並作為一個具體案例來探討。

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。此外，為鼓勵教師投入實務教學以提昇教學成效及縮減學產落差，本期刊也歡迎產業實務技術報告與教學實務研究成果的投稿。

發行人

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主編



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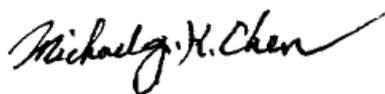
Editor's Note

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 three high-quality and original papers. The first article explores whether product brand familiarity, Internet reputation and lottery controllability will affect the willingness to participate in the price promotion and brand conversion in the gambling price promotion. The second article detects how consumers adopt O2O marketing model and try to develop an analysis model to measure the correlation between O2O adoption factors and adoption behaviors. The third article provides an extensive overview of the past, present and future of the world economy, finance and currency with 24 graphs and 20 tables. Taiwan's overall economic development has also been proposed and discussed as a specific case.

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. Additionally, to encourage teachers to put effort into practical teaching for enhancing the effectiveness of teaching and reducing the gap between academic and industry, this journal welcomes the submission of industry technical reports and teaching practice research papers.

Yours truly,



Michael J. K. Chen, Publisher



Chiang Ku Fan, Editor in Chief

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