

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，第一篇利用迴歸分析法探討投資人情緒是否會影響市場報酬率，結果發現投資人情緒會影響下一期的報酬率，且異常報酬率是由理性投資者與非理性投資者動態交易過程中所導致；第二篇則是研究人們使用行動支付意願的影響因素，研究結果顯示系統安全性愈高、系統易用性愈好、系統品質愈高、使用者知覺風險愈低，將會有較高的意願使用行動支付，同時個人創新性存在正向干擾效果；第三篇則是透過大數據分析，以實際運行數據來識別潛在節能因素，透過研究結果來建立的動態控制模型，顯著的提高能源效率，以期創造創新和可持續的再節能業務模式。

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

陳振貴

主編



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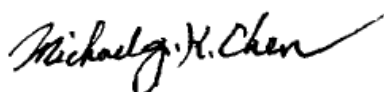
Editor's Note

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 utilizes the regression model to analyze whether investor sentiment affects the return of A-share in China. The results of this article show that the investor sentiment is negatively related to the next period stock returns, and the deviation of stock price from its equilibrium price is resulted by the dynamic trading of rational investors and irrational investors. The second article represents the antecedents of adoption intention for mobile pay. The results show that system security, ease of use of a system, system quality and perceived risks have significant effects on adoption intention, and consumer innovativeness has a moderating effect between ease of use of a system and adoption intention. The third article uses actual operational data to identify the advanced potential energy-saving factors, and shows a significant improvement on energy efficiency indicates that innovative and sustainable energy business models could be expected.

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