

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，第一篇利用結構方程式模型探討青少年在行動社群 App 的使用動機、自我認同、以及人際親密能力的發展，結果發現大部分高中職學生覺得社群 App 裡與真實生活中的自我是相同的，也認為社群 App 裡與真實生活中的人際關係相同，同時國內高中職學生對行動社群 App 的使用動機是透過對自我認同的提升，間接地影響其人際親密能力；第二篇以創新擴散曲線的概念，建立一個社群媒體對品牌及社群參與的衡量模式，探討品牌社群對社群參與行為、社群網站特性對社群意識及品牌權益之關聯性探究；第三篇則是透過直接觀察法及價值主張模型，探索國際機場的精緻服務並對台灣的民航事業提出具體建議。

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升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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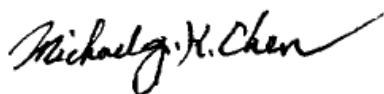
Editor's Note

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 motivation of adolescents' mobile social app use and its effect on their self-identity and interpersonal intimacy competence. The results show that most of these students feel the same 'selves' and have the same interpersonal relationship in the virtual community in apps as those in real life. The second article uses SEM and cluster analysis to explore the relationships among innovation characteristic, social networking sites quality, brand community engagement, sense of community and brand equity. The results show that there are some connections among these five dimensions. The third article uses holistic observation for data collection and based on the concept of value proposition canvas to capture the value proposition of exquisite service at international airports and provides five suggestions for the airports and civil aviation industry in Taiwan.

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