

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，第一篇以延伸型整合科技接受模型(UTAUT2)探討人類採用智能機器人的關鍵因素，結果發現績效期望、社會影響、便利條件和習慣為影響採用智能居家服務機器人的關鍵因素，且社會影響與習慣具有較強的區別能力；第二篇利用結構方程式(SEM)模型探討線上品牌社群之價值共創與品牌關係品質對後續消費者與品牌關係間所可能產生的影響，期研究結果建議整合消費者所面對之線上、離線、及時、持續等多元品牌訊息/溝通，有其必要性；第三篇則是討論東亞國家特別在氫能源方面的技術、經濟發展和政策影響等關鍵點，並以氫能源未來在台灣如何普及的關鍵因素作為總結。

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

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主編



謹識 2020.07

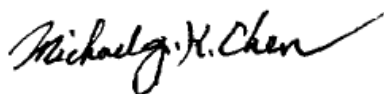
Editor's Note

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 uses the UTAUT2 to find the key factors of human adoption of smart robots. The results show that the adoptive determinants of Home Smart Service Robots are performance expectations, social effect, convenient conditions, and users' habits.. The second article employs SEM to find the relation between online brand community value cocreation and brand relationship quality with consumer–brand relationships. The results suggest that integrating online, offline, real-time, and continual multiple-brand messages/communications encountered by consumers is important. The third article presents the key points of various technologies, economic developments and policy impacts on East Asian region and summarizes the key factors of the development of hydrogen energy for Taiwan in the future.

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