

編者的話

送走了中國傳統的龍年，在一片熱鬧聲中，我們來到癸巳蛇年，新春期間，萬象更新。《創新與管理》期刊祝福各位讀者，在新的一年里萬事如意，「蛇」麼都順利。

本期《創新與管理》期刊，特別著重於事業體中廣告行銷、領導者與創業意圖的研究。周蕙立足於匈牙利，她的論文讓我們了解台灣資訊科技公司在歐洲發展 OEM 模式的狀況。台北大學江義平團隊與桃園創新技術學院的廖涓菘團隊，均以廣告為題，前者探討電視關鍵字廣告對消費者點擊行為的影響，後者則研究消費者的認知需求差異，對不同型態廣告的反應。兩篇論文皆可讓我們對消費者與廣告之間的微妙關係，有進一步之了解。台北科技大學張仁家團隊，以企業靈魂「領導者」為題，引出版業為例，讓我們看到在該產業中，領導者對於員工行為的影響。南華大學范惟翔團隊則是著重在創業意圖的研究，探討創業意圖對於創業績效、競爭效果與創業能力所產生的影響與效果。這兩篇論文均針對企業管理，提出實質的助益。

今年適逢《創新與管理》邁向第十週年，在新的一年里，我們也以成為一流的學術期刊為目標。特別感謝歷屆編輯委員，以及各位評審委員、投稿作者和讀者的努力與支持。為豐富本期刊之內容，期盼相關領域專家學者能踴躍投稿，將所學與讀者分享。編輯群在未來的編輯過程中，也將以最有效率的方式，遴選出國內外創新、管理研究的優良文章與讀者共享。最後，我們期盼各位讀者及作者能踴躍提供寶貴意見，讓我們更上一層樓。

發行人

陳振貴

主編

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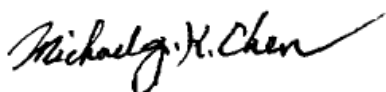
Editor's Note

After a series of festivities to bid farewell to the Year of Dragon, we are now welcoming the glamorous coming of the Year of Snake. During the Chinese New Year, all is new and full of hope. The editing team of JIM would like to avail ourselves of this opportunity to wish good luck to all our readers in the marvelous Year of the Snake.

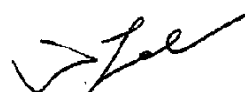
In this issue, important elements in an enterprise, such as advertisement marketing, leaders and entrepreneurial intention, are addressed. In Hungary, Su Chou Hwey examines the development path and strategy of original equipment manufactures (OEMs) of Taiwanese IT firms in Europe. Both Professor Chiang and his team from National Taipei University and Professor Liao's team from Taoyuan Innovation Institute of Technology focus on the research of advertisements. The former explores the impact of TV keyword advertisements on consumers' searching and click-through behavior. The latter presents the effect that need for cognition (NFC) has on sensory appeals advertisements, promoting us further in the understanding of the subtle relationship between customers and adverts. Professor Chang and his team from National Taipei University of Technology, surveying the publishing industry, focus on the relationship among leaders' risk propensity, transformational leadership and employees' innovation behavior. Professor Fan and his teams from Nanhua Univeristy address the issue of entrepreneurial intentions. Both papers contribute practically to the management of corporations.

As JIM is now in its tenth year, we also make the resolution to upgrade the journal to be one of the best in the field. Special thanks go to our members in the editorial board, reviewers, contributors and readers for their effort and support. We welcome papers from related fields to bring variety to this journal. The editing team will also select high-quality papers in innovation and management to share with our readers. Please do not hesitate to give us your much-valued advice so we can excel ourselves in the coming years.

Yours truly,



Michael J. K. Chen, Publisher



Maria R. Lee, Editor in Chief
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