

# 國立彰化師範大學 100 學年度博士班招生考試試題

系所：人力資源管理研究所

科目：研究方法

☆☆請在答案紙上作答☆☆

第 1 頁，共 1 頁

一、解釋名詞（每題 10 分，共 50 分）：請清楚寫明答題題號（如：1.，2. ... 等）

1. exploratory factor analysis versus confirmatory factor analysis
2. mediating variable versus moderation variable
3. field experiment versus laboratory experiment
4. formative constructs versus reflective constructs
5. cross-sectional study and longitudinal study

二、申論題（共 50 分）：請清楚寫明答題題號（如：1.，2. ... 等）

1. 試分別說明定性研究（qualitative research）與定量研究（quantitative research）各有哪些研究法？其優缺點各為何？（20 分）
2. (1) 何謂階層線性模型（hierarchical linear modeling, HLM）？試論此模型之適用時機及其侷限性？（10 分）  
(2) According to the following abstract of the article, please provide your answers. (20 分)
  - a. Draw the possible research framework.
  - b. List the possible hypotheses.
  - c. Provide suitable research design including research methods and statistical analysis.

## Abstract

Although many scholars believe that intrinsic motivation fuels creativity, research has returned equivocal results. Drawing on motivated information processing theory, we propose that the relationship between intrinsic motivation and creativity is enhanced by other-focused psychological processes. Perspective taking, as generated by prosocial motivation, encourages employees to develop ideas that are useful as well as novel. In three studies, using both field and lab data, we found that prosocial motivation strengthened the association between intrinsic motivation and independent creativity ratings. In our second and third studies, perspective taking mediated this moderating effect. We discuss theoretical implications for creativity and motivation.

Resource: *Academy of Management Journal*, 2011, Vol. 54, No. 1, 73.