

編者的話

《資訊管理學報》係中華民國資訊管理學會出版之學術期刊，旨在提供資訊管理學者之學術研究論文發表與分享；創刊號於民國八十三年元月發行，已有 26 年的歷史，目前每年發行四期（每年一、四、七、十月）。本刊為國科會 TSSCI 收錄之期刊，是全國資訊管理系所及相關領域共襄盛舉的學術刊物。

本期學報為 27 卷 3 期，共收錄了四篇論文，分別為：從「玩」到完售：探討遊戲化機制對品牌依附及交叉購買意圖之影響；通過遊戲化增強消費者網上購物行為；選填大學科系？運用混合權重與多準則決策於軍校科系評選模型及 App 支援平台建構；影響顧客使用理財機器人之因素。

總編輯

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Editor's Introduction

Journal of Information Management is an academic journal published by Chinese Society of Information Management as a platform for information management researchers' publication and research sharing. Since the first issue published in 1994, this journal has been published over two decades, and each year has four volumes published at the first month of each quarter, namely, January, April, July, and October, respectively. Journal of Information Management is a TSSCI journal of National Science Council.

This Volume 27, No 3 issue contains four papers from various areas, as follows: "Sale from Fun: The Influence of Gamification on Brand Attachment and Cross-buying"; "Enhancing Consumer Online Shopping Behavior through Gamification"; "How to Choose a University Department? Using Composite Importance and Multi-criteria Decision Making Methods to Construct a Military Department Selection Model and App Platform"; and "Factors Influencing Customer Use of Financial Robo-Advisor".

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