

一、以下是取自 A, B 二位研究生的論文的一整段文字。試指出這兩段文字在標點符號、錯別字、語法、語意或修辭上有那些宜修改的地方，並修正之。[本題占 20 分]

A

既然投資社會責任基金 (SRI 基金) 能鼓勵對環境、社會較為友善的企業，在投資獲利之餘也能為社會盡一份心力，但是投資人普遍並不瞭解甚麼是 SRI 基金。因此本研究試圖尋求促進民眾購買 SRI 基金之策略，找出方法增加民眾投資 SRI 基金的意願。並將研究結果提供讓金融發行機構、政府以及學校當作參考，並且提供投資人對於投資 SRI 基金的參考，藉由社會責任投資，提升企業社會責任的表現。

B

因此，隨之而來的不僅是垃圾處理的問題，相對地也造成環境的污染，過去台灣垃圾不分類、資源不回收的亂象，經過環保團體的大力宣導，與政府漸進的強制垃圾分類後，垃圾量有顯著的減少，從 86 年度平均每日垃圾最高點時的 24,331 公噸，逐年遞減到 91 年度的 18,421 公噸，垃圾量約減少了 6,000 公噸，(行政院環保署，2003) 垃圾減少比率達約 25%，雖然從數據來看，過去的氾濫成災的塑膠袋似乎少了許多。

二、附件是某碩士論文對海尼斯環境行為模式的描述。試根據此描述寫一段 300 至 500 字的文字，摘述該模式的重點。須避免全部用條列式。[本題占 20 分]

【附件請翻閱第 5、6 頁】

三、It is very difficult to prove today that a painting done two or three hundred years ago, especially one without a signature or with a questionably authentic signature, is indubitably the work of this or that particular artist. This fact gives the traditional attribution of a disputed painting special weight, since that attribution carries the presumption of historical continuity. Consequently, an art historian arguing for a deattribution will generally convince other art historians only if he or she can persuasively argue for a specific reattribution. [本題占15分]

Which one of the following, if true, most strongly supports the position that the traditional attribution of a disputed painting should not have special weight?

- (A) Art dealers have always been led by economic self-interest to attribute any unsigned paintings of merit to recognized masters rather than to obscure artists.
- (B) When a painting is originally created, there are invariably at least some eyewitnesses who see the artist at work, and thus questions of correct attribution cannot arise at that time.
- (C) There are not always clearly discernible differences between the occasional inferior work produced by a master and the very best work produced by a lesser talent.
- (D) Attribution can shape perception inasmuch as certain features that would count as marks of greatness in a master's work would be counted as signs of inferior artistry if a work were attributed to a minor artist.
- (E) Even though some masters had specialists assist them with certain detail work, such as depicting lace, the resulting works are properly attributed to the masters alone.

四、 Superficially, college graduates in 1982 resemble college graduates of 1964; they are fairly conservative, well dressed, and interested in tradition; they respect their parents. But there is a deep-seated difference: a majority of the members of the class of 1982 who were surveyed in their freshman year stated that making a good income was an important reason for their decision to go to college. [本題占15分]

The statements in the passage above, if true, best support which of the following conclusions?

- (A) The concerns of college graduates of 1964 were superficial compared to the financial worries of college graduates of 1982.
- (B) Fewer than half the students of the class of 1964 declared as freshmen that they entered college in order to increase their earning potential.
- (C) Educational background did not play as significant a part in determining income in 1964 as it does in 1982.
- (D) A majority of the members of the class of 1964 revised their reasons for attending college between their freshman year and college graduation.
- (E) College graduates of 1964 were actually less conservative than college graduates of 1982.

五、請根據以下論文摘錄回答本問題。(1)請問按作者的觀點或敘述，企業從事 CSR 會對企業通常是有利、有害，還是仍沒有證據顯示「通常」會如何？(2)為甚麼作者有興趣探究 how investments in corporate ability (CA) versus CSR pay off? (3)您覺得作者對「企業是否應致力於 CSR？」這問題有沒有強烈的贊成或反對立場？回答上述三小題時請同時簡述您回答的判斷依據。[本題占 30 分]

Doing good has become increasingly important in the last decades. Developments in this area have led to an ever-increasing attention to what became to be coined as CSR, i.e., corporate social responsibility. [CSR] includes such issues as environmental protection, relations with local communities, working conditions, and donations to charities. While previous studies have sometimes provided mixed results, in general they show that CSR actions have a positive influence on the preferences of consumers (e.g., Brown and Dacin, 1997; del Mar Garcia de los Salmones et al., 2005), investors (see Orlitzky et al., 2003), and job applicants (e.g., Backhaus et al., 2002; Greening and Turban, 2000). However, corporate resources, in terms of time, money and managerial attention are scarce. Instead of investing in a good CSR record, the resources may be needed for sustaining and developing the abilities the company needs to compete in the market and to deliver the appropriate quality. Therefore, a trade-off is often needed, even if managers might wish to have an excellent reputation on both aspects. It is important to know how investments in corporate ability (CA) versus CSR pay off in product, job and financial markets, respectively.

< 附件 >

(四) 海尼斯環境行為模式

從下圖2-4可知產生環境行為的主要因素是個人具有意向採取行動。而此意向均由若干變項所操縱。個人具有意向之前必先認清一組特別問題的存在，因此有關問題的知識成為行動的先決條件。另一個影響個人將知識轉變為行為的變項就是行動的技能 (action skill)。很多人認為知識自然產生技能，這是錯誤的。行動策略知識 (knowledge of action strategies) 和問題知識使個人有能力採取行動。僅有能力不足以產生行動，個人尚需具「盼望」行動。而個人的盼望都受一組個性因素所影響，這包括控制觀態度和個人責任。也就是個人具有內控制觀，且對環境及行動具有積極態度。

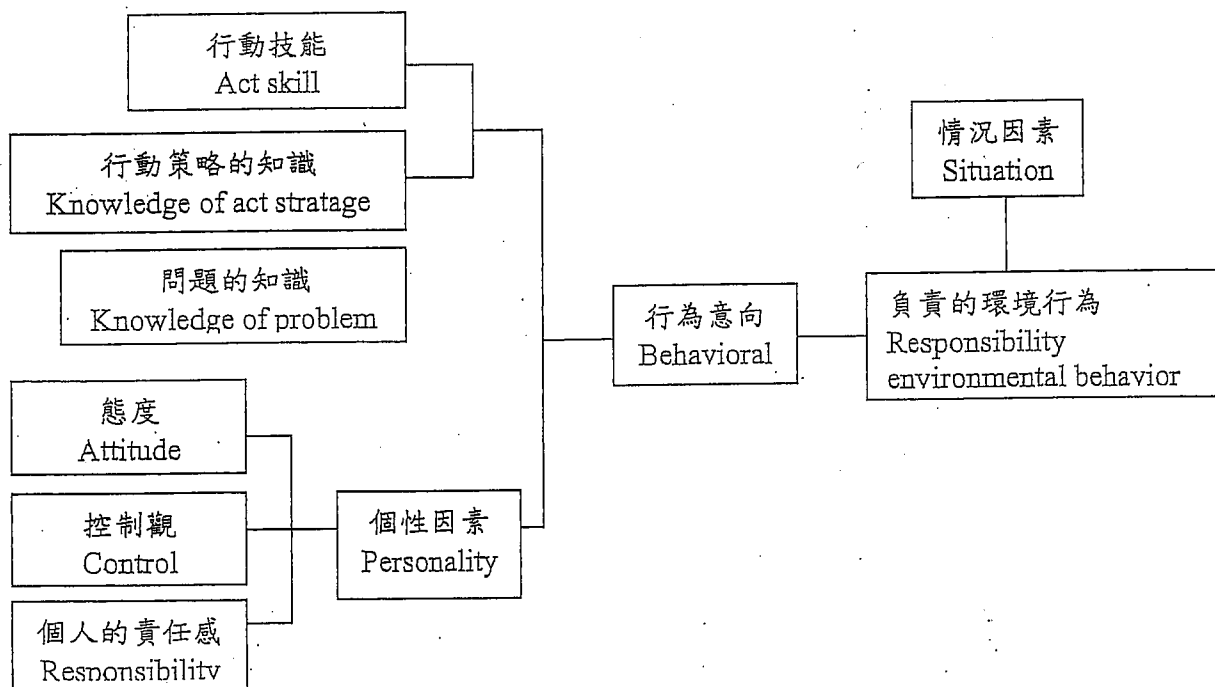


圖 2-4 海尼斯環境行為模式

資料來源：譯自 Hines, 1985

< 附件 >

此外，一個強烈的變項可能影響環境行為就是現況因素 (situational factors) 。譬如個人有認知能力、期望以及機會來參加贊助對抗污染基金的行動，但是缺乏金錢時，這行對也無法實現。由於現況因素不斷的改變，使人類的行為具有高度不定性 (uncertainty) 。此模式給教育人員一些啟示，就是環境行為相關的變項是可以藉由教育的力量予以改變。最顯著的變項就是問題的知識，行動的技能以及行動策略的知識。這些都掌握在教育人員的手中。

此模式中的個性因素較不易培養。海尼斯認為這些與態度的養成關係較為密切，而態度的形成與改變依賴學生的價值觀、信念等變項。學校課程應包含價值觀辨認與澄清的教材，培養學生積極的環境態度。

負責的行為關係最為密切的變項依次為口頭承諾、控制觀、效能概念、態度、個人責任感和知識。海尼斯的研究成果簡略說明如下：知識變項與環境行為：具有較多環境問題和如何處理此問題知識的人，常較多從事環境行為；態度變項與環境行為：具有積極態度的個人較多從事於負責的環境行為；控制觀變項與環境行為：具有內控制觀的個人較多從事負責的環境行為；口頭承諾與環境行為：口頭承諾指個人對一環境問題表示行動的意向。若個人表示意向進行某項環境行動，其實際行動較易發生；個人責任感與環境行為：具有責任感的個人常進行負責的環境行為；人口學變項與環境行為：高收入和高教育水準者稍有表現負責的環境行為；經濟取向與經濟行為：此間的關係並不明顯。

影響環境行為的主要變項包含四大類，即行動技能、行動策略、問題的知識和個性因素。四大類中的變項裏，有關知識與技能的部分，是教育學者較易掌握的。

以下三題共50%，請閱讀以下文章回答。除第一題外，可以用中文或英文回答：

1. 請閱讀本篇短文，再以中文約200字，說明本文之主要論點為何？

(10%)

2. “Yet the issue of local community involvement has become increasingly important in urban policy.” Is this statement true? Do you have any explanation? (20%)

3. 以台灣最近在規劃之社會住宅為例，預定地點週邊的民眾，大多持反對立場，以本篇短文為例，你有何看法與建議？(20%)

"The government places great importance on the real involvement of local communities in the whole range of regeneration activities. It is important to the success of regeneration programmes to involve as many people as possible. This can lead to better decision-making, enhanced programme delivery and improved sustainability."

Partnerships are seen as the institutional mechanisms through which community involvement will be mediated and represent the bases for the construction of new urban policy initiatives.

However, a range of authors have criticised the structures of contemporary partnerships in urban policy. Peck and Tickell (1994), for example, focus on the construction of partnerships from above, i.e. the emergence of local partnerships in the 1990s has had less to do with bottom-up, community empowerment and more to do with central government funding programmes which have emphasised local competition and the construction of local partnerships to bid for funds. The new emphasis on community development has been linked to the wider neo-liberal objective of creating active citizens to promote self-reliance, local initiative and reduced 'dependence' on the welfare state (Kearns, 1992; Cochrane, 1993; Lovering, 1995). Consequently, the promotion of partnerships has gone hand in hand with the growth of non-elected quangos and restructured mechanisms of local accountability. Urban Development Corporations (UDCs) represent one of the best examples of institutions which were established in the 1980s to present a dynamic 'single-minded' approach to regeneration, yet through the 1990s have also been required to engage in the building of local partnerships and assist in the development of local collaborative economic strategy building (see Imrie & Thomas, 1993; Healey, Khakee, Motte & Needham, 1997). Any future involvement of partnerships in the delivery and/or formation of urban policy crucially depends on the way in which such institutional relations are constructed. As such, studies of existing community involvement provide a commentary on the strengths and weaknesses of current relations.

- 4、都市的公共建設均涉及政府財政，近年來政府財政困難，除大量鼓勵民間參與(PSP)，倡導 BOT 獎勵民間投資外，政府更積極提倡 TIF(Tax Increment Finance)之執行工具，中央政府之公共建設補助亦極力主張應用 TIF 之概念。請說明 TIF 之理論基礎及政府補助之原則？那些設施建設適用 TIF 之執行工具？適用該理論工具之困難及限制為何？(25%)
- 5、近來各級都市為追求都市永續發展，都努力提出生態城市(eco-city)之發展定位，並研議提供綠色公共設施之主張，但各家對生態城市均提出不同的主張與內容，請綜合各家學說統整出您認為符合生態城市之政策內涵。您如何衡量評估生態城市之達成目標？請提出您認為最重要的指標？產業的生態化又如何量測？如何運用“碳足跡”概念遂行產業之生態化發展？(25%)

- 一、現代公共管理或政府管理都倡論“政府治理(Governance)”之理念，請摘要論述“管理”與“治理”之精義暨其理論之典範移轉？學者對政府管理亦從目標管理(Management by Objectives)移轉為平衡計分卡(Balance Score Card, BSC)之策略行為，請說明 BSC 之理論內容與背景？其所謂之平衡究何所指？與傳統的目標管理或指標管理有何差異？其在公部門管理之應用宜注意那些問題與困難？(25%)

- 二、近年來管理學之理論工具經常被提出“藍海策略(Blue Ocean Strategy)”之應用，請摘要闡述藍海策略之真義？面對紅海競爭，您認為藍海策略之優點為何？其執行步驟有那些？於重新界定“價值曲綫”時，如何加強內部參與？該策略是否適用在政府部門？(25%)

- 三、不少學者專家從理性觀點，提出行政管理(administrative management)方面的理論，其中最為著名的是 Max Weber 的科層組織理論以及 Henri Fayol 的行政管理原則，請比較兩者的異同。(佔分 25%)

- 四、何謂組織文化？請針對某一個你比較熟悉的政府機關，描述其組織文化，探討此一組織文化的形成原因，並評述此一組織文化對組織績效的影響。(佔分 25%)

壹、解釋名詞；選擇 4 項作答。(24%)

- 1、系統
- 2、模式
- 3、方法
- 4、理論
- 5、理論架構
- 6、價值判斷

貳、請擇一作答。(26%)

1、請舉例說明決策(decision-making)與政策制定(policy-making)之異同，及其所需與對應之情境與條件。

2、請說明事實判斷、價值判斷與人際判斷如何對應當事人的個體認知與公共事務的管理，可舉例。

參、何謂「理性抉擇模型」(rational choice model)？何謂「漸進主義模型」(incrementalism model)？請分別說明其意涵？並評述該等途徑應用於解決實際政策問題的優缺點。可舉實例加以輔助說明。(25%)

肆、請說明「政策德菲法」(Policy Delphi)的意涵與操作方式？並說明應在何種決策情境或環境下應用此一方法。可舉實例加以輔助說明。(25%)

一、解釋名詞，選擇 4 項作答。(24%)

- 1、跨域治理
- 2、導引菁英
- 3、公民社會
- 4、社會條件
- 5、體制分析
- 6、複合中心(polycentric)

二、請舉例說明公民社會的充份條件與必要條件。(26%)

三、何謂第三部門治理(the Third Sector Governance)? 其主要的內容有那些? 何以第三部門的發展，必須要強調治理的重要性?(25%)

四、何謂 Transnational Advocacy Networks? 非政府組織(non-governmental organization, NGO)在其中所扮演的角色與功能何在? 試舉實例說明之。(25%)

以下三題共50%，請閱讀以下文章回答。除第一題外，可以用中文或英文回答：

1. 請閱讀本篇短文，再以中文約200字，說明本文之主要論點為何？

(10%)

2. 本篇短文中，"two steps forward, one step back"，的現象是如何造成？(20%)

3. Based on your own opinions, are there any successful initiatives corresponding to "regional environmental management system (REMS)" in Taiwan? (20%)

There are inherent risks in treating economic forces and the environment as if they were separate and non-interacting elements. Economic policy which neglects to take into consideration environmental risks and damage is not sustainable. This is exemplified in so many semi-rural areas where economic development has resulted in the exploitation of the natural environment, leaving rivers biologically dead and parts of the landscape aesthetically degraded and sometimes contaminated.

One traditional starting-point for dealing with this problem is that taken by environmental economists who argue that an economic value should be put on natural assets and that these costs should be internalized (Pearce and Turner, 1990). Conceptually, there seems to be no quarrel with the fact that long-term economic benefits accrue from environmental management. When a landscape loses its productivity, standards of living are under negative pressure; when a landscape loses its aesthetic appeal, property values diminish. However a significant tension between economics and environmental management often arises around short-term issues because of the difficulty of accurately valuing natural assets and problems associated with the ownership of those assets. Even where prices can be identified, it is often difficult to get these accepted by parties involved in a development (or perhaps more importantly by their lawyers).

A full cost accounting option which would internalize all environmental costs remains speculative and highly controversial, and there are many ecologists and environmental managers who doubt both the wisdom and practicality of attempting to reconcile all ecological impacts with conventional financial indicators. It is not possible to make realistic financial estimates of the intrinsic value of numerous important ecological assets and, secondly, it is not possible to predict what value would be placed on these assets by future generations. It is therefore impossible to envisage all key indices of sustainability emerging from cost accountancy.

Where a region is already polluted or environmentally damaged the most common approach to tackling problems seems to be to deal with specific point sources of pollution using regulatory controls. In addition, over time individual impact assessments can mitigate environmental damage, but they do not necessarily alter the larger picture. The effect of this *ad hoc* approach on the regional environment can often be seen as "two steps forward, one step back". Because of the non-integrated and non-coordinated approach, what is beneficial or, more often, "not-harmful" for one industry, may well be harmful to another.

The environment responds as a whole when stressed at a particular point, but the traditional piecemeal approach to environmental management does not provide any information about how the whole system reacts. There is therefore a need to develop a more integrated regional environmental management system (REMS) which is capable of exploring the synergistic effect of applying environmental management policies to all sectors of activity. This change from a

piecemeal to a holistic approach can be seen as an important part of a "sustainable development" approach. The concept of sustainable development recognizes that there is an interdependence between the economy and the environment, not only because the way we manage the economy has an impact on the environment, but also because environmental quality has an impact on the performance of the economy.

4. 您認為台灣目前最重要的保育議題是甚麼？何以見得？
您又認為這議題該如何處理或解決？ [本題占 20 分]

5. 請解釋下列與資源利用有關的名詞，並各舉一例說明之：
(1)從搖籃到墳墓；(2)從搖籃到搖籃。 [本題占 10 分]

6. This March the New York Times reported that:

Energy-efficiency standards have been embraced by politicians of both parties as one of the easiest ways to combat global warming. Making appliances, cars, buildings and factories more efficient is called the “low-hanging fruit” of strategies to cut greenhouse emissions.

But a growing number of economists say that the environmental benefits of energy efficiency have been oversold. Paradoxically, there could even be more emissions as a result of some improvements in energy efficiency, these economists say.

The problem is known as the energy rebound effect. While there’s no doubt that fuel-efficient cars burn less gasoline per mile, the lower cost at the pump tends to encourage extra driving. There’s also an indirect rebound effect as drivers use the money they save on gasoline to buy other things that produce greenhouse emissions, like new electronic gadgets or vacation trips on fuel-burning planes.

Some of the biggest rebound effects occur when new economic activity results from energy-efficient technologies that reduce the cost of making products like steel or generating electricity. In some cases, the overall result can be what’s called “backfire”: more energy use than would have occurred without the improved efficiency.

Do you agree that rebound effects exist? What implications does they (if exist) have for energy conservation in Taiwan? [本題占 20 分]