

雲端運算影響中小學資訊服務轉換意圖之研究

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摘要

網路環境快速發展，校務E化與數位學習的需求日漸成長，而台灣中小學因組織與教育環境的特殊性，面臨資訊專長人力與經費不足的困境。雲端運算擁有低成本、操作簡易和方便的特性，能幫助中小學解決資訊經費與人才不足的問題。然而，不同中小學的資訊架構、資訊素養、組織特性與文化皆有不同，導致資訊組長對轉換傳統資訊架構為雲端服務有諸多考量。本研究從組織特性、資訊系統品質與轉換成本的角度，探討不同因素對於學校資訊服務轉換意圖的影響。本研究以中部四縣市中小學的資訊組長為研究對象，以隨機抽樣方法抽取28所國中與170所國小，共198所中小學，採用結構化方程式分析並驗證研究模式與假設。本研究發現組織內資訊人員的能力與資訊系統的品質對轉換意圖有顯著正向影響，轉換成本對轉換意圖是負向影響，而轉換成本在組織特性與資訊系統品質下，扮演重要的調節角色。在中小學組織中，資訊組長的能力與組織成員的資訊素養不一，加上雲端服務能否融入學校既有資訊架構等因素，受轉換成本調節，而影響轉換意願。研究建議雲端服務廠商應對組織特性與需求來設計系統，降低使用者的轉換成本；並建議學校重視資訊科技，辦理推廣研習，合理任用資訊組長，提高組織成員的資訊素養。

關鍵詞：雲端運算、組織特性、資訊系統、轉換成本、轉換意圖

目錄

中文摘要	ii	英文摘要	ii
iii 誌謝辭		iv 內容目錄	
v 表目錄		vii 圖目錄	
viii 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	5	第三節 研究流程	5
7 第二章 文獻探討	8	第一節 雲端運算	8
8 第二節 中小學網路資訊服務	19	第三節 研究構面	19
22 第四節 研究假設	45	第三章 研究方法	45
50 第一節 樣本選取	50	第二節 研究設計	50
51 第三節 研究模式	53	第四節 問卷設計	53
53 第五節 資料分析方法	54	第六節 資料分析工具	56
58 第四章 資料分析	58	第一節 基本資料分析	58
61 第二節 研究模式檢驗	61	第五章 管理意涵	75
79 第六章 結論與建議	79	第一節 研究結論	79
79 第二節 研究限制	81	第三節 研究建議	81
83 參考文獻	87	附錄 問卷	87
101			

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