

淡江大學 100 學年度碩士班招生考試試題

98

系別：公共行政學系

科目：行政學

考試日期：2月28日(星期一) 第2節

本試題共 四大題，一頁

- 一、何謂「顧客導向」(customer orientation)? 您如何看待公部門推動顧客導向的理念與實務? 可能面臨的機會與限制為何? (20%)
- 二、現代組織學者對於組織結構與行為賦予不同觀點，若以 G. Morgan 的名著《組織意象》(The Images of Organization) 為例，請問：運用「隱喻」(metaphor) 來描述組織有何意義? 除了將組織視為一組「機器」(machine) 外，請另舉出二種組織隱喻說明其內涵與優缺點? (25%)
- 三、何謂「全觀型治理」(holistic governance)? 為什麼會有此概念提出? 國外有何代表性學者針對此一主題進行研究? 概念在落實上是否會遭遇困難? 如何運用全觀型治理概念進行相關行政改革? 試舉例說明之。(25%)
- 四、以下是不同來源的文章段落，請閱讀後說明各段落要旨，其次結合這些段落，以 public-private partnership 為主題，嘗試形成一個有意義的研究問題，同時說明其理論意義何在? (30%)

Projects operating under PPP arrangements entail an effort to create a partnership among types of organizations operating with quite dissimilar *institutional logics* (Friedland & Alford, 1991). Institutional logics “are the cognitive maps, the belief systems carried by participants in the field to guide and give meaning to their activities” (Scott et al., 2000, 20). Public leaders are highly sensitive to the election cycle and often concentrate on short-term objectives. They attend to shared beliefs and public sentiments, and most attempt to comply with widely-shared norms regarding their legitimate role. Government agency officials stress conformity to rules and procedures and often emphasize transparency and the use of structures fostering wide information sharing and participation from affected parties. These agencies typically are highly specialized, so that officials are likely to concentrate on a relatively narrow set of concerns to the exclusion of broader performance objectives. ...for-profit firms are likely to embrace market-efficiency logics and to be guided by the standards and operating procedures largely drawn from professional and craft sources. Developers must attend closely to cost-containment measures, protecting the financial interests of owners and shareholders. (cited from Jooste & Scott, 2009: 19-20).

This article shows how difficult it is to change role conceptions and domain demarcations. Some authors believe that the division between public and private domain is impossible to solve, pointing out a difference in value patterns. Jacobs (1992, p. 32) describes the public and private domain as two ethical systems with different 'moral syndromes'. (cited from Klijn & Teisman, 2003: 142).