

企業對投資人關係經營之網站效果差異性研究

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中文摘要

網際網路在近年來發展迅速，已經繼廣播、電視與報紙雜誌之後，最具影響力的傳播媒介，傳統的傳播方式因為網際網路，有了全新的風貌，而網站的設立也象徵著企業在市場上的競爭力，此時企業公關人員必須面對的是一個更豐富多元的傳播工具。另一方面，台灣的證券交易市場愈益活絡，各種金融投資工具的流通與應用，投資大眾的角色愈形重要，而網路特性的運用為投資者與企業之間提供更多元化的溝通管道，企業使用網際網路報導財務資訊將是未來無可避免的趨勢。

本研究藉由文獻探討及內容分析的方法，試圖建立以「資訊實用性」、「介面人性化」為準，供衡量投資人關係經營網站效果的指標。在「資訊實用性」建立了三類資訊屬性二十三個研究類目；「介面人性化」上建立了七項屬性二十一個的研究類目。研究以 2004 年國內營收前 150 大上市上櫃公司為研究樣本，結果顯示國內上市上櫃公司網站表現，基本報導仍重於財務資訊屬性。研究結果並顯示企業營收與「資訊實用性」、「介面人性化」、「投資人關係經營網站效果」呈現正向相關性。推測應是當企業營收好時，會在網站建置與維護上花費較多的成本。而不同產業別的網站在「資訊實用性」、「介面功能人性化」以及「投資人關係經營網站效果」，也因為台灣產業結構以及產業特質不同，而得分表現有差異。

研究結果發現低階的互動層面表現比高階的互動層面來的好，因此國內企業網站僅做到「雙向非對等的溝通」模式，國內企業雖肯定網路為重要的溝通工具，但在試圖尋找組織和公眾間的平衡對話關係上還有待進步空間。

關鍵字：企業公關、投資人關係、財務資訊揭露、網站效果、網際網路

The Study of the Differences in Effects of Web Sites on Entrepreneurial Investor Relation Management

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Abstract

The internet develops in recent years quickly, and becomes the most powerful disseminative medium better than broadcast television, newspaper and magazine. For this reason, traditional communication method confronted with the all-new challenges. Therefore, establishing website becomes an index if it's a competitive enterprise and enterprise PR faces a diverse communication approach. On the other hand, the stock market of Taiwan becomes more and more bustling, various finance investment tools are applied that proves the role of investor have paid much attention. Beside, the network characteristic provides the more diversified communication way for the investor and enterprise, the enterprise discloses the financial report on the internet will become the trend that can't avoid in the future.

By the literature investigation and content analysis, the main purpose of this research attempts to establish the criterion of effects to investor relation management on websites by the "usefulness of information" and the "interface usability". This research builds up three types of information attributions include 23 research categories in the "usefulness of information"; even seven types of interface attributions include 21 research categories in the "interface usability". And the website performance of top 150 earnings domestic listed companies are surveyed. The findings suggest that the most companies emphasize basic information report than the financial information reports. Bigger corporations, defined by their annual income, allocate more resource to web-based communications and therefore, leading to stronger web effects to investors. Otherwise, Taiwan industrial structure and the different industry characteristic both influence the website performance of companies.

In Taiwan, most website performance of companies just achieves lower interactive level. Contrast to Grunig's PR model, they still stay "two-way asymmetrical" stage.

Even though domestic companies affirm that website is an important communication tool, they should devote to look for the symmetrical dialogue between the organization and public.

Keywords : Entrepreneurial PR 、 Financial Information Disclosure 、 Internet 、 Investor Relationship 、 Web Site Effect of Public Relation.

