

## 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 27 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 28 卷 1 期，共收錄了四篇論文，分別為：瞭解直播社群中持續捐助意圖之形成：以回饋觀點為基礎；從社會影響理論探討社群平台之廣告成效；以心理契約違反觀點探討資訊系統專案委外成功；安全、信任與風險，為影響顧客忠誠度的鼎之三足。

總編輯

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2021 年 1 月

# 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 28, No 1 issue contains four papers from various areas, as follows: "Understanding the Formation of Continuous Donation Intention in Live Streaming: A Feedback Perspective"; "Advertising Effectiveness on Social Media: Insights from Social Influence Theory"; "Exploring IS Project Outsourcing Success: A Psychological Contract Breach Perspective"; and "Three Legs of the Vessel for Customer Loyalty: Security, Risk, and Trust".

Chief Editor

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January, 2021