1. 請將下列英語短文翻譯成中文 (佔 50 分)

Facility location is one decision that is particularly relevant to the study of the strategic role of logistics in corporate management. Facility location is sometimes cited as a logistics decision. Even for firms that have not accepted the integrated logistics concept, facility location decisions cannot be effectively addressed without an analysis of the other elements that encompass logistics (e.g., transportation, warehousing, and raw material procurement). The long-term nature of the decision, the large capital requirements, and the interrelationship between facility location and logistics contribute to the potential application of a strategic role for logistics in this decision process.

2. 請將下列中文短文翻譯成英文 (佔 50 分)

隨著知識經濟時代的來臨，及資訊科技的快速發展，企業為因應環境不確定，對通路關係的管理便成為創造優勢的主要元素。本研究主要應用通路理論，構建一概念性模式，用以分析通路權力、通路氣候與團結之間的互動關係。研究中發現：通路氣候顯著影響通路成員間的團結；亦即當通路氣候愈佳，愈可提高通路成員間團結程度。通路權力則略為影響通路氣候，然而若能透過影響策略的適度運用，則可明顯形成良好的通路氣候，進而促成通路成員的團結。