



# Sage商業個案 & 研究方法個案 + AI

2025餐旅主題個案選介 線上講座

國立高雄餐旅大學 / 高政邦 / [jim.kao@sagepub.co.uk](mailto:jim.kao@sagepub.co.uk)

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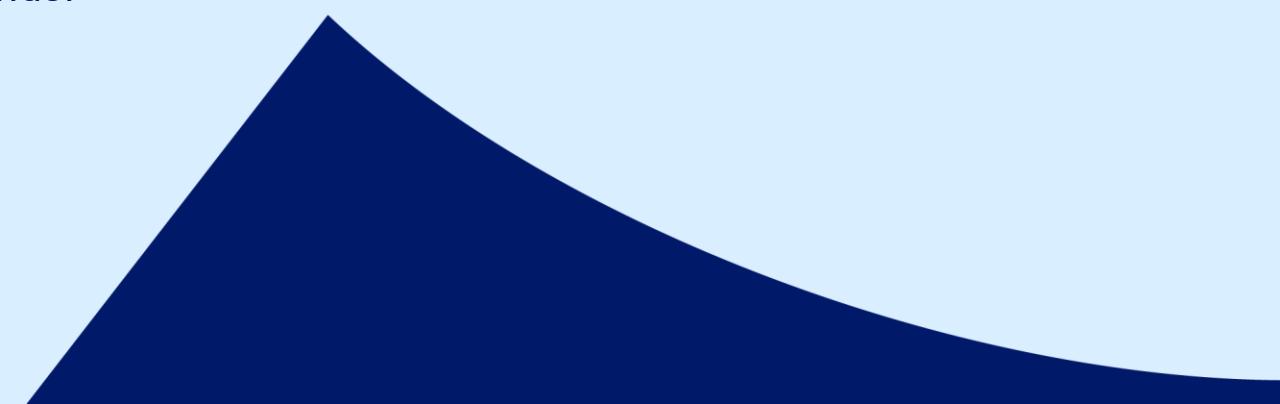
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- **Cases**

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Choice Magazine Outstanding Academic Title

The screenshot displays a case study page from the Sage Research Methods website. At the top, a green 'Cases' tab is selected. Below it, a large green 'Case' icon with a clipboard symbol is centered. To the right, the title 'Qualitative Case Study Research Using Secondary Data: Challenges and Opportunities' is shown. Below the title, author information (Kshitij Awasthi & K. V. Gopakumar), product details (Sage Research Methods: Business), publisher (SAGE Publications Ltd), publication year (2023), and online pub date (March 21, 2023) are listed. Discipline is listed as 'Business and Management'. Methods include 'Case study research', 'Secondary data analysis', and 'Secondary research'. The DOI is <https://doi.org/10.4135/978152667424>. Keywords include 'actors', 'government', 'India', 'institutional change', 'petroleum industry', and 'reform'. A 'More information' link is also present. At the bottom of the page, there is an 'Abstract' section with a detailed description of the study's methodology and findings, followed by a sidebar with links for 'On this page' and various interactive icons for sharing and downloading.

# Sage Research Methods

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Business and Management researchers are interested in business-related phenomena, in contexts from commercial businesses to NGOs and charities, to the administrations of schools and hospitals. Areas of interest to researchers include studies of [leadership](#), organizational behavior, and human resource management. [Case study](#) methods have a long tradition in Business and Management research, and [action](#) or [participatory research](#) approaches allow researchers and participants to impact the organisation they are working in. For an introduction to doing Business and Management research, try [Doing Management Research](#).



### Chapters

- [Introduction](#)
- [Part I / Conception](#)
  - [Epistemological Foundations](#)
  - [Constructing the Research Problem](#)
  - [Exploring and Testing](#)
  - [What Approach with Which Data?](#)
  - [Researching Content and Researching Process](#)

### Part II / Implementation

- [Research Design](#)
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- [Sampling](#)
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- [Validity and Reliability](#)



### Cases

Add to list 

#### [On-site Versus Online Data Collection Techniques When Researching Satisfaction of Spectators of Sports Events](#)

Authors: [Eva Podovšnik](#), [Miha Lesjak](#)

Publisher: [SAGE Publications, Ltd.](#)

Original publication date: 2022

Methods: [Survey research](#), [Data collection](#), [Response rates](#)

#### Abstract:

The aim of this case study is to present the adapted research design and provide a comparison between on-site and online data collection techniques when measuring the

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### Cases

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#### [Researching During Crisis: Online Interviewing as a \(Simple?\) Solution](#)

Authors: [Victoria Barker](#), [Kevin Broughton](#), [Nick Henry](#)

Publisher: [SAGE Publications, Ltd.](#)

Original publication date: 2022

Methods: [Qualitative interviewing](#), [Observational research](#), [Online interviews](#)

#### Abstract:

This case study describes an example of a research project that switched to online interviewing from face-to-face interviewing. It did so in response to crisis conditions (the

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Cases

Home > Cases > Dying in Comfort: A Case Study of Dark Hospitality

Author: Hay, Brian  
Source: Hospitality & Society, Volume 5, Numbers 2-3, 1 September 2015, pp. 233-248(16)  
Publisher: Intellect  
DOI: [https://doi.org/10.1386/hosp.5.2-3.233\\_7](https://doi.org/10.1386/hosp.5.2-3.233_7)

Dark hospitality: Hotels as places for the end of life

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Author: Hay, Brian  
Source: Hospitality & Society, Volume 5, Numbers 2-3, 1 September 2015, pp. 233-248(16)  
Publisher: Intellect  
DOI: [https://doi.org/10.1386/hosp.5.2-3.233\\_7](https://doi.org/10.1386/hosp.5.2-3.233_7)

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Abstract References Citations Supplementary Data Suggestions

This article explores through the concept of dark hospitality why some people choose to die in a hotel, rather than at home, in a hospice or a hospital. Through in-depth interviews with hotel managers and junior staff at four luxury city hotels, this issue was explored from the perspective of ordinary hotel guests, all of whom had a longterm relationship with the hotel where they died. The hotel staff suggested that the reasons why some people choose to die in a hotel include loneliness, fear and minimizing emotional distress for their friends and relatives. The impact of managing such guests is also investigated and the results suggest that although managers do care about the impact on the reputation of the hotel, they, along with their staff, are very much affected emotionally by these types of planned deaths. The suggestion emerged from the interviews that with an increasing ageing population, perhaps in the not-too-distant future, the 'hospice hotel' could emerge as a new commercial hospitality product.

Publication year: 2016 | Online pub date: October 27, 2016

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 Cases

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Case

**Mixed-Methods Research:  
Strategies Employed to Inv...  
International Work on Cru...**

By: [Adam Dennett](#)

Product: SAGE Research Methods Cases Part 2

Publisher: SAGE Publications Ltd

Publication year: 2018 | Online pub date: Jan 03, 2018

Discipline: [Sociology](#)

Methods: [Qualitative interviewing](#), [Mixed methods](#), [Online surveys](#)



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Cases

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Case

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## Winning Matches in Tennis Grand Slam Men's Singles: A Logistic Model

By: [Shang-Chun Ma, Ian D. Rotherham & Shang-Min Ma](#)

Product: SAGE Research Methods Cases Part 1

Publisher: SAGE Publications, Ltd.

Publication year: 2014 | Online pub date: January 01, 2014

Discipline: [Business and Management](#), [Sociology](#)

DOI: <https://dx.doi.org/10.4135/978144627305013516575>

Keywords: [outcomes](#), [single men](#), [sport](#), [tennis](#)

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 Cases

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Case

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## Interviewing and Observing Clothing Store Workers

By: [Kyla Walters](#) & [Joya Misra](#)

Product: SAGE Research Methods Cases Part 2

Publisher: SAGE Publications Ltd

Publication year: 2018 | Online pub date: January 03, 2018

Discipline: [Sociology](#)

Methods: [Participant observation](#), [Observational research](#), [Research questions](#)

DOI: <https://dx.doi.org/10.4135/9781526439611>

Keywords: [aesthetic labor](#), [branding](#), [customers](#), [managers](#), ... [Show all ▾](#)

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  - Critical Thinking
  - Critical Reading & Writing
  - Develop Your Search Strategy
  - Fact-Checking Sources
  - **Leveraging Gen AI for Academic Excellence**
    - **Reading Journal Articles**
    - The Art of ChatGPT Interactions

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- **Getting Ethical Approval for Your Project**
- **Navigating Institutional Racism Within Higher Education**
- Research Ethics for Beginners
- **Unlocking Voices: Research with Historically Marginalized Communities**



## 研究倫理

## 研究設計

### 4. Research Planning

- **Applied Digital Humanities**
- Conduct a Literature Review
- **Digital Humanities for Beginners**
- **Digital Methods for Beginners**
- **Plan Your Final Research Project**
- **Ethnography for Beginners**
- **Grant Writing for Beginners**
- **Plan Your Focus Group**
- Plan Your Project
- Research Design in Social Data Science
- Research Proposal
- Research Question



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### 5. Collecting & Managing Data

- Cleaning Messy Data
- Collecting Social Media Data
- Do Your Interviews
- **Finding & Avoiding Mistakes in Research**
- **Gathering Evidence for a Systematic Review**
- Gather Your Data Online
- **Get Your Data from Social Media**
- Introduction to APIs
- Introduction to Data Management
- Introduction to Text Mining
- Practical Data Management in R
- **Run Your Focus Group**
- Sampling for Beginners
- Using APIs in Research
- **Write a Questionnaire**



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### 6. Analyzing Data

- **Analyzing & Interpreting Quantitative Data**
- Analyze Qualitative Data
- Fundamentals of Quantitative Text Analysis
- Intermediate Python Skills
- Introduction to Python
- Introduction to R
- See Numbers in Data
- **Synthesizing Data & Writing Up a Systematic Review**
- **Using Large Datasets in Research**
- Working with Transcribed Data



## 文獻發表

### 8. Getting Published

- Article Acceptance to Promotion
- Choosing a Journal
- How to Write a Journal Article 1
- How to Write a Journal Article 2
- Introduction to Journal Publishing
- Peer Review, Feedback & Decisions
- Publishing for Impact
- Submission & Final Touches



## 研究成果呈現

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- **Chart Smarter: Mastering Data Visualization**
- Interactive Visualization with R
- Introduction to Data Visualization
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- Present Your Research
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- Leveraging Gen AI for Academic Excellence
- The Art of ChatGPT Interactions

## Data literacy

- Know Your Numbers
- See Numbers in Data
- Statistical Significance
- Introduction to Data Visualization
- Unlocking Statistics
- Working with Transcribed Data

## Research skills

- Digital Humanities for Beginners
- Digital Methods for Beginners
- Ethnography for Beginners
- Grant Writing For Beginners
- Research Design in Social Data Science
- Present Your Research
- Do Your Interviews
- Conduct a Literature Review
- Analyze Qualitative Data
- Introduction to Data Management
- Develop Your Search Strategy



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- Introduction to Python
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- Collecting Social Media Data
- Introduction to Artificial Intelligence
- Cleaning Messy Data

## Getting Published

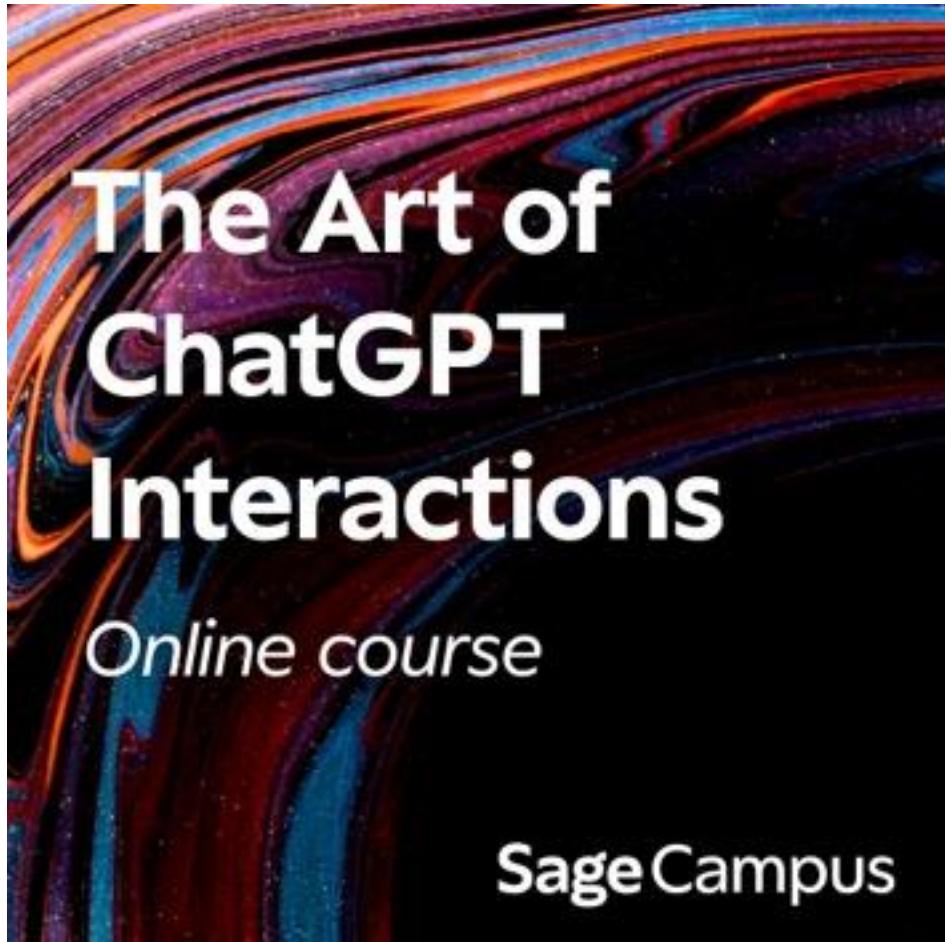
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# The Art of ChatGPT Interactions



## Expert Instructor

**Leo Lo**, Dean of The College of University Libraries and Learning Sciences, University of New Mexico - and AI Literacy Guru



- ✓ What is the relationship between a prompt and an output?
- ✓ Why learning to use ChatGPT is a valuable skill
- ✓ How to use a systematic approach to produce consistent, coherent and contextually relevant responses

## Module 1

### ChatGPT Conversations: Impactful Interactions

0/5

Start Module

#### Give It a Go

Let's apply what we've learned so far about clear and logical prompting to a real-life scenario. Read through the following example, and see how you could improve the prompt, and therefore the response.

**Scenario:** A fitness enthusiast is looking for new home workout routines.

**Context:** A fitness enthusiast, comfortable with intermediate-level exercises, is seeking new workout routines that can be done at home without specific equipment.

**Initial Prompt (Not Concise or Logical):**

- "I need some workout ideas, anything you've got for exercising at home."

**Possible AI Response (Not Helpful):**

- "There are numerous exercises you can do at home, including push-ups, sit-ups, jogging in place, yoga, and Pilates. You can also try online workout videos for variety."

Try rewriting a stronger prompt, and explain why this prompt may elicit a better response.

Type your answer in the box and select Submit to see the feedback



#### Prompts and Outputs: The Basics

In this opening module, we examine the pivotal elements of AI communication: prompts and outputs. Understanding these two components is crucial for effective interaction with ChatGPT. But what exactly is a ChatGPT prompt, and what is a ChatGPT output?

Select each hotspot item to reveal the explanations.



## Module 2

### A Framework for Effective AI Communication

0/7

Start Module



#### Test Your Knowledge

In this module we will look at the CLEAR Framework and how it can help you develop prompting skills. This framework offers a structured approach to crafting prompts. Before we explore the framework in more detail, have a go at answering these questions to find out how much you already understand.

1. In the CLEAR framework, what does 'Adaptive' refer to?

Select one answer

<input type="radio"/> Using technical jargon in prompts	<input type="radio"/> Only asking simple questions
<input type="radio"/> Keeping the prompts the same regardless of the responses	<input type="radio"/> Changing prompts based on previous AI responses

1 final attempt

Submit

IF THREE CATS CATCH THREE MICE IN THREE MINUTES, HOW MANY CATS WOULD BE NEEDED TO CATCH 100 MICE IN 100 MINUTES?

- 1
- 3
- 33

PRESS 1 2 3

‘It’s great to see you, seems like ages since we last met! I’m starving. Shall we go to the restaurant across the street? It looks OK to me.’



#### WHAT WILL YOU DO?

##### OPTION A:

Go for your friend’s choice. It isn’t clear what type of food it serves, but it’s close by so should be fine.

##### OPTION B:

Suggest you have a look online to find out how well the restaurant is reviewed.

##### OPTION C:

Ask your friend if he would like a drink before eating, and hope someone in the bar can provide a recommendation.

## WHAT'S WRONG WITH BEING BIASED?

THIS SLIDE HAS AUDIO

## Key Terms



- Multimedia data:** Data that includes audio-visual content such as videos, films, virtual worlds, or games
- Numerical data:** Data expressed as numerals, numbers, or statistics
- Online data collection:** Using Internet-mediated methods to collect existing data or generate data from participants. Online data collection can use platforms on computers, or applications on mobile devices
- Text formats:** Data expressed as written words
- Verbal data:** Data expressed as spoken words
- Visual data:** Data expressed as images, artwork, or photographs

## Video Presentation

Watch this video to learn how the Internet allows us access to people from across the world, and expansive collection of different types of materials, including verbal, multimedia, text and visual data.



I'm Janet Salmons.

Viewed

## Quick Question

Research online is untrustworthy and inaccurate.

Is this statement True or False?

True  False

1 final attempt

Submit Show Feedback

## Contemporary

## Emergent

Not viewed

Temporal factors describe the time frame. The time frame is important because it helps us define the scope of the study, and parameters for the data we plan to collect.

Historical Materials	Contemporary Materials	Emergent Materials
Materials from the pre-Internet era scanned into digital formats and posted online. Find these materials in libraries, research centers, and archives.	Materials created for the purpose of electronic distribution and exchange. Find these materials in online journals, magazines, company or government records.	Materials being created right now in current discussions, text messages, emails, blogs, and/or social media. Find or create these materials in the moment.

Historical, contemporary, or emergent materials can take verbal, written, visual, or numerical forms. To fulfill the research purpose, we can find these kinds of data, or generate them ourselves by asking questions to research participants. The fact that there are many options means we have another set of decisions to think through.

## See How it's Done

For example, if we wanted to study a question related to the ways in which youth cope with natural disasters, our choices would vary depending on the type of data we think fits the study. As you can see below, we might find that students' expressions include both writings and drawings. It is not uncommon to include more than one type for a study. For now, choose the primary type.



Question: How do college students cope with natural disasters?

Type of Data:

- Verbal: Stories told by students
  - Historical: Recorded oral histories
  - Contemporary: Podcasts made by students
  - Emergent: Answers to interview questions
- Written: Writings by students
  - Historical: Reports and records from colleges, hospitals, local newspapers
  - Contemporary: Big Data on national and college completion
  - Emergent: Posts to student-oriented social media sites during and after the disaster
- Visual: Pictures drawn or photographed by students
- Numerical: Number of students impacted

Temporal Factors:

- Historical: Recorded oral histories
- Contemporary: Podcasts made by students
- Emergent: Answers to interview questions
- Historical: Reports and records from colleges, hospitals, local newspapers
- Contemporary: Big Data on national and college completion
- Emergent: Posts to student-oriented social media sites during and after the disaster



## Branching Activity

### How Do We Make the Most Effective Colour Choices?

This activity covers some of the key factors that will help to influence your decisions on how to use colour by exploring:

- Your ability to read and use charts that use colour to improve data legibility
- The use of colour schemes to represent data values
- The factors that could influence your decision to use a colour

#### Questions & Scoring

This activity is made up of a series of question videos that will change for each answer you select. There is no limit on the number of times you can take this activity, and if you answer a question incorrectly there are additional questions that will help you to recover so you can still achieve a higher ranking.

Each time you take this activity, it is possible to achieve one of four notional prizes:

- 1<sup>st</sup> Place: Answer every question correctly
- 2<sup>nd</sup> Place: 2 or more questions answered correctly
- 3<sup>rd</sup> Place: 1 question answered correctly
- 4<sup>th</sup> Place: 0 questions answered correctly

Chart Lines & Colour Schemes [\[Click here to view this in more detail\]](#)

Question 1: Which of these colour schemes would be the best choice for associating with, and differentiating between the lines in this chart?

Watch the video and review the visualisation to help you select your answer

- (a)
- (b)
- (c)

## 3. Use Checklists

### Key Terms

- **Aims and objectives:** An aim is what you hope to achieve through your research project – generally a restatement of the research question. Objectives are the stepwise achievements expected in the study that will help you reach your aim
- **Clarity:** Your research proposal has clarity if it is clear and easy to understand
- **Specificity:** Your research proposal has specificity if it is precise and exact

### The Get Prepared Checklist

Let's get it all ready and lay it all out—that way there are no excuses. By going through the following five questions, you will be ready to write!

Expand each accordion item for more information

- Do you have a copy of the proposal template? +
- Have you reviewed previous proposals? +
- Have you attempted a rough draft of the template? +
- Have you identified any gaps arising from the first attempt? +
- Have you discussed any sticking points with your supervisor or lecturer? +

Not viewed

### Think It Through

Think through the following questions, submitting your answers inside the box.

1. Leon wants to apply to undertake a research degree and needs to submit a proposal. He has a research idea and has downloaded the template but does not have a good sense of what a committee is after. How might he proceed?

Click Submit to see the feedback



Submit

Clear

2. Jas has drafted her proposal but after getting some peer feedback realizes that her aims and objectives do not align with her research question. What should she do?

Click Submit to see the feedback



Submit

Clear



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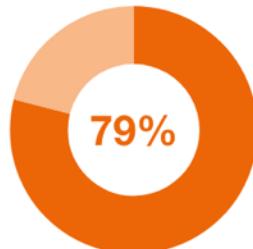


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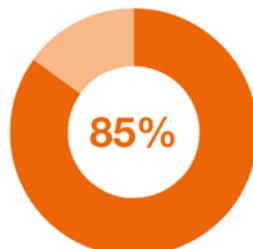
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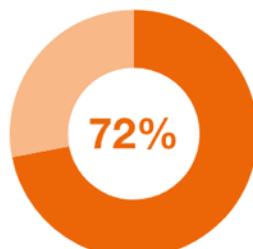
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included in cases



Discussion questions  
included in cases



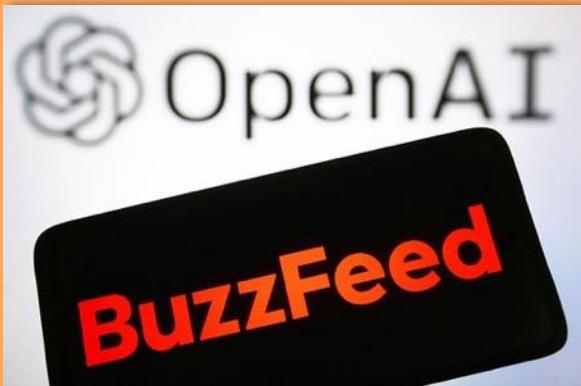
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### No Chicken at KFC

By: [Joyce Young](#) & [Kuntal Bhattacharya](#)

Publisher: [Society for Case Research](#)

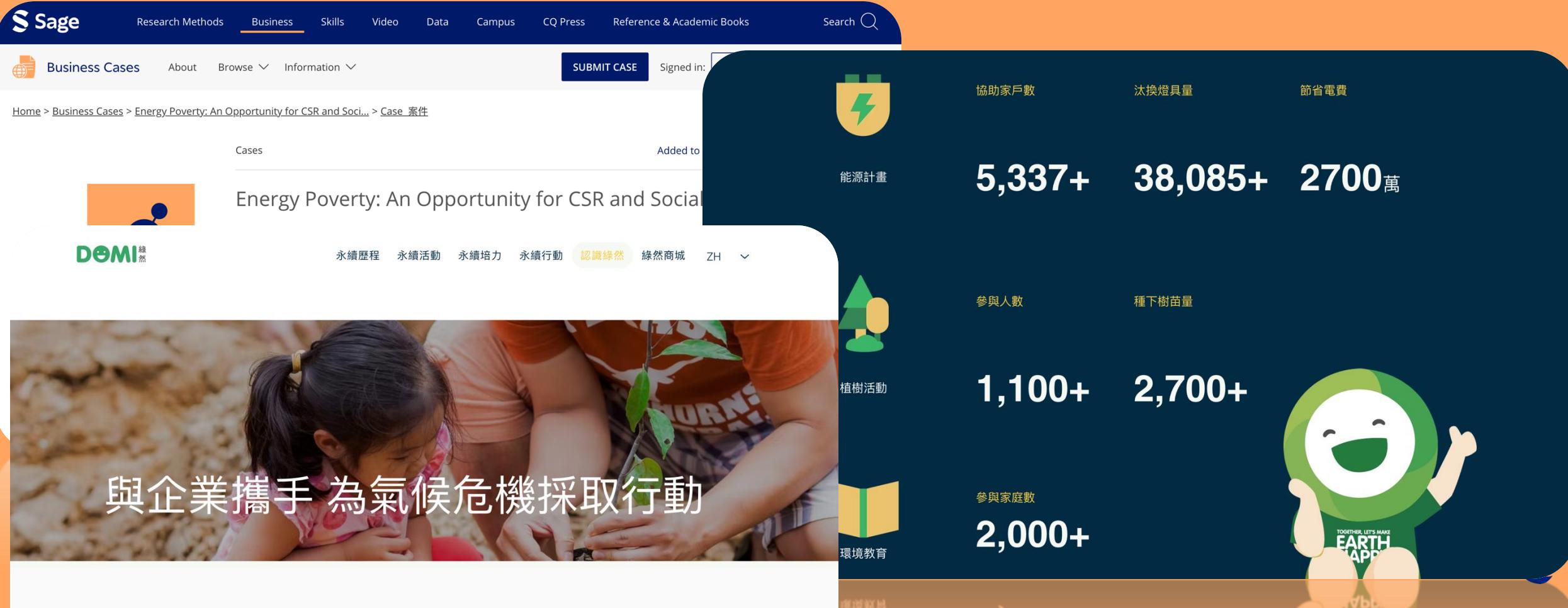
Publication year: 2024

Discipline: [Operations Management](#)

DOI: <https://doi.org/10.4135/9781071945285>



## 案例分享:能源窮人?企業社會責任的機會? -台灣 DOMI Earth 案例



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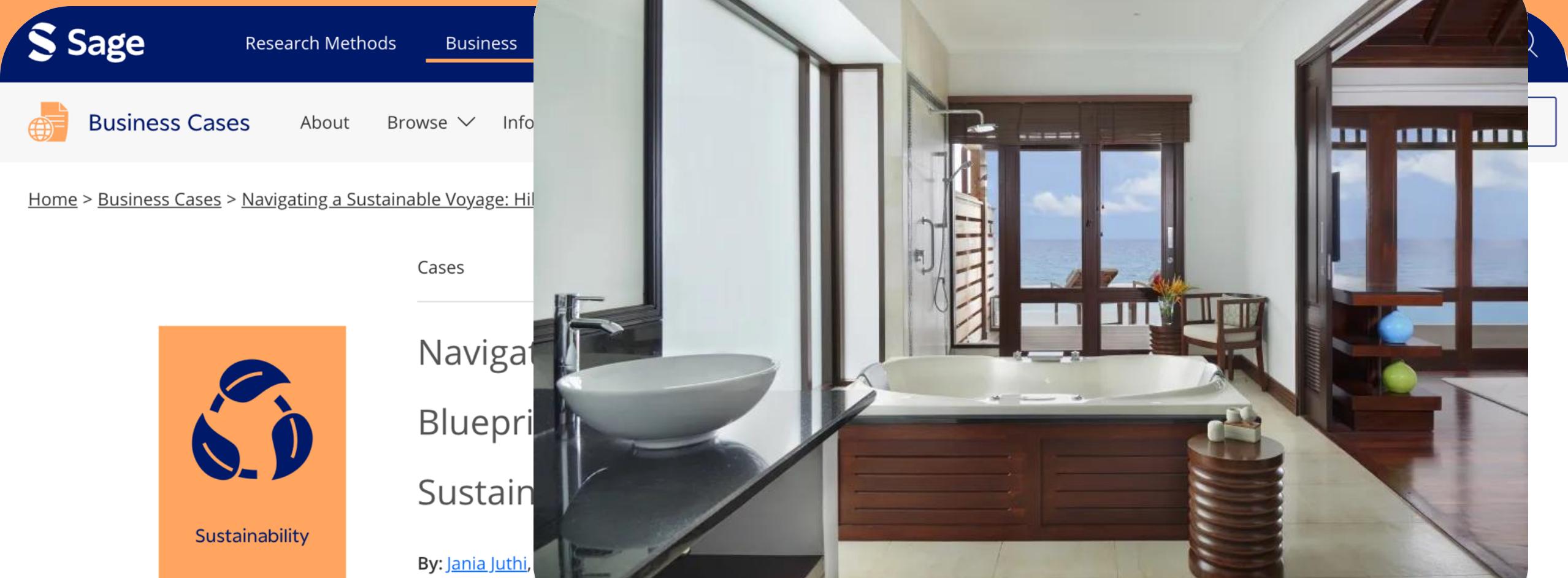
By: [Katie Davin](#)

Publisher: [SAGE Publications: SAGE Business Cases](#)

Publication year: 2025 | Online pub date: Janu



## 案例分享: 希爾頓飯店集團在永續旅遊跟SDGs的成就



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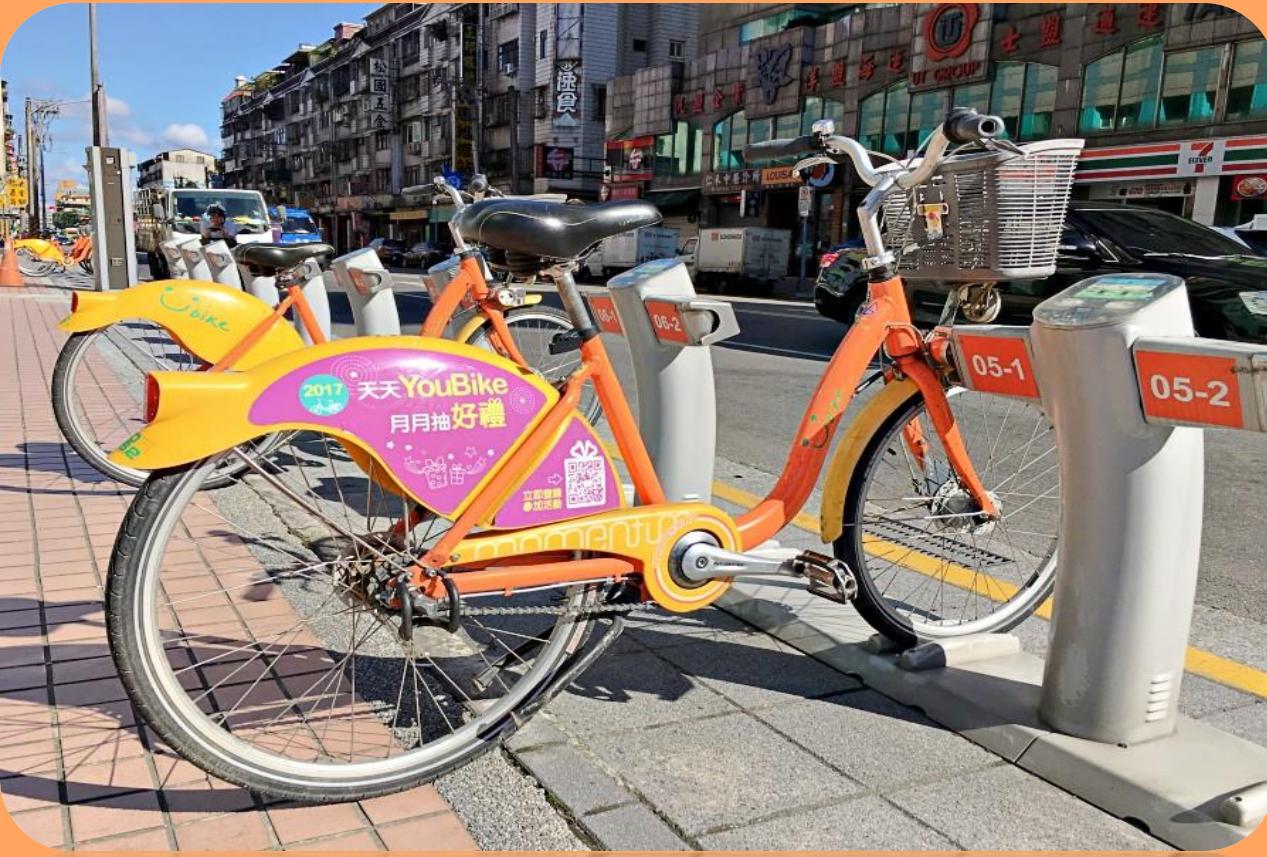
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By: [Jania Juthi](#)

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## 案例分享:曙光前的昏暗-台灣差點沒有YouBike



- YouBike系統現在在上下班時間一車難求，讓我們很難想像2009年的捷安特（Giant）賠到考慮撤掉所有站點的黑暗時刻。
- 耶魯大學管理學院出版，詳細描述台北共享腳踏車的發展歷程，1998年捷安特向台北市捐贈了1000輛自行車，推出了第一代共享單車計畫，而YouBike的投資直到2009年已經損失了超過一千萬台幣，而市民參與使用率還是極低，當時捷安特高層面臨艱難痛苦的抉擇.....

特別感謝



個案選介

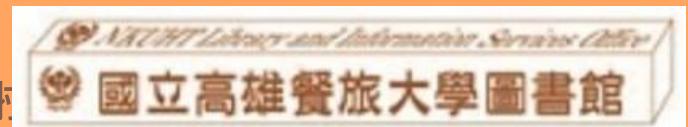


## 案例分享:手機關機送你免費住一晚，你願意嗎？



- Hotel Bellora是一家位於瑞典的飯店，他們推出一個「關機」優惠，客戶電子產品使用的越少，就能拿到越多的住房折扣，如果客人完全沒有使用手機或電腦，甚至可以免費住宿！你想知道這個專案獲得多少客戶支持嗎？

特別感謝



個案選介

## 案例分享: 品牌也要內部行銷-台中某飯店的狀態



台中永豐棧酒店曾是知名連鎖飯店的一員，在品牌「分手」後，面臨重新塑造企業文化的挑戰。於是，他們不靠命理、不找風水，而是靠人力資源部門推動一場「內部品牌革命」。從T.E.M.P.U.S.品牌價值六字訣，到頒獎典禮辦到員工想再得一次，這場變革不只塑造了態度，也讓實習生哭著想留下來。結果？流動率下降，成本節省，還拿下觀光局五星認證。原來內部品牌，真的會閃閃發光。

## 案例分享：富士康連續自殺事件危機



- 富士康，一間能把「效率」發揮到極致的3C製造巨頭，卻在2010年因一連串員工自殺事件，意外成為全球輿論焦點。當精密裝配線遇上人性裂縫，當營運效率挑戰社會責任，這場企業的高壓現代化之旅，也成了商業倫理與管理實踐的重大反思現場。

## 案例分享: 長榮集團展翅高飛或折翼沉淪



從一艘二手貨船啟航，長榮集團橫跨海洋與天空，卻在創辦人張榮發過世後，家族劇本急轉直下。小兒子張國煒在被兄長們「空降解職」後，選擇另起爐灶創立星宇航空，試圖飛出不只天際，也飛離長兄們的陰影。一場商戰 + 宮鬥的傳奇就此展開——究竟，他能飛多高？

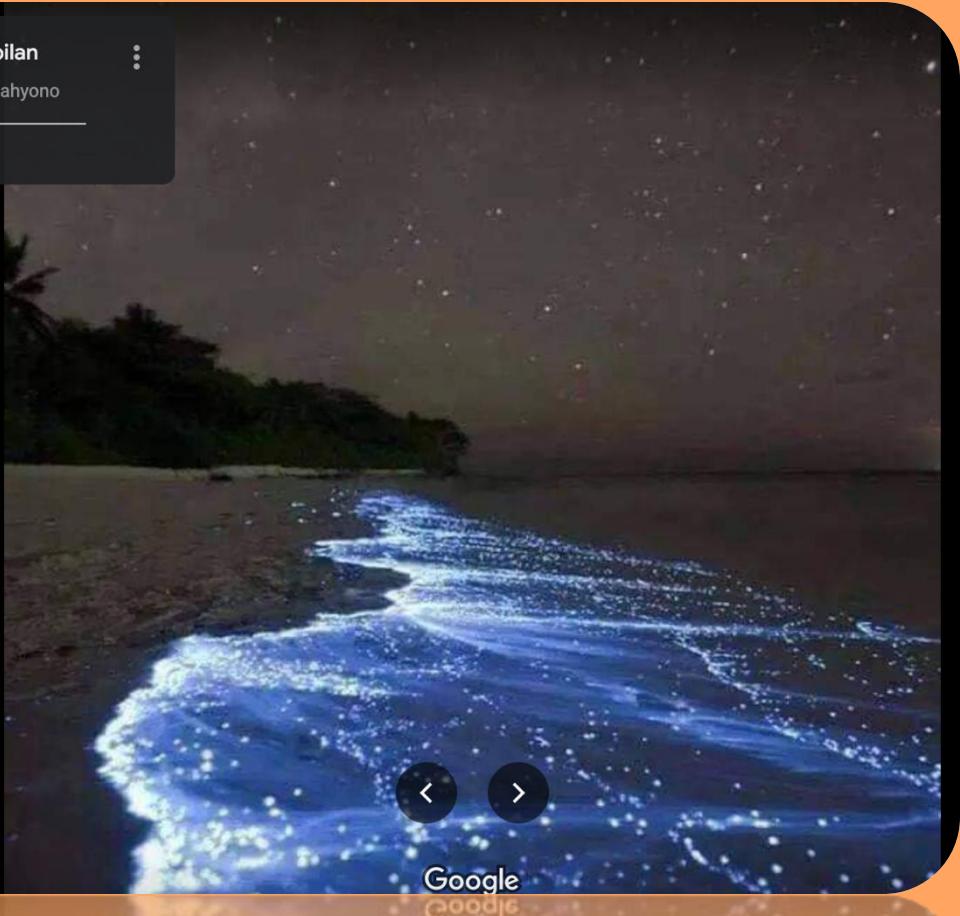
Online pub date: April 04, 2019

Business, New Venture Creation, Asian Pacific Business

## 案例分享: 魚販+旅行社=馬來西亞丟丟妹?

Pulau - Pulau Sembilan  
Bambang Priyo Cahyono

相片 - 9月 2019



- Khor Weng Kiang是Fisherman Family Sdn.的老闆，疫情前他在老家漁村開旅行社，帶旅客去馬來西亞的天空之鏡旅遊，體驗漁村生活。但疫情爆發後，他只能暫停旅遊相關業務。曾經當過魚販的他，利用自己的專業知識，在臉書直播開始賣海鮮，結果這個異業創收，讓他逆風翻盤，他到底做了什麼，讓他成功在疫情下生存呢？

特別感謝



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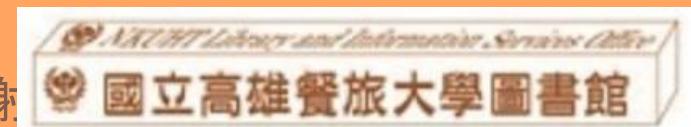


## 案例分享:重生之路：Jet Airways還飛得起來嗎？



- Jet Airways成立於1992年，是一家位於印度的傳統航空公司，曾經擁有印度航空業中第二名的市佔率，但在2018年開始嚴重虧損，一年後宣布破產。2020年，經過清算和重組，Jet Airways即將重新回到航空市場，他們應該要怎麼做才能避免走上回頭路？

特別感謝



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Thank you.



Thank you. Please contact  
高政邦 / [jim.kao@sagepub.co.uk](mailto:jim.kao@sagepub.co.uk)



The logo for Sage, featuring a stylized white 'S' icon followed by the word 'Sage' in a white, sans-serif font. The background is a dark blue gradient with teal curved lines.

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