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摘要(中)	<p>本研究從「危機傳播」的角度出發，並以艾汾公司在 2004 年爆發的寶路狗飼料引發狗隻腎衰竭死亡事件做為分析案例。研究重點在於觀察艾汾寶路在狗飼料中毒事件發生期間所運用的危機溝通策略，以及危機後續的補償行動，並以媒體評價與關鍵公眾的關係變化來觀察企業危機溝通策略與後續補償行動的效果。研究以內容分析法與深度訪談法做為資料分析方法，企圖以質量化研究並重的方式求得最佳的研究成果。研究分析艾汾「寶路狗飼料中毒事件」運用的策略結果發現，艾汾在事件初期時因為獸醫師和媒體的質疑與指控，而使企業陷入危機中，但也因為沒有明顯的證據顯示，因此在事件初期艾汾使用的策略為「否認策略」，甚至出現對獸醫師進行訴訟的「攻擊指控者策略」。不過艾汾後來為了取信於消費者也決定採取將產品下架回收的「取悅迎合策略」。直到後來證實寶路泰國廠有黴菌導致狗隻腎臟病，艾汾的危機溝通策略則轉為向外界致歉的「道歉策略」，並且開始收集飼主資料進行賠償事宜的「修正行動策略」。隨著艾汾與受害飼主談賠償問題時出現爭議，此時的策略又轉而以獲取消費者認同的「取悅迎合策略」。從上述研究結果得知，艾汾公司在面對不同的危機情境時，所運用的危機反應策略也會有所不同，因此本研究呼應了 Coombs 危機情境與危機策略兩者間具有一定的關聯性。再者，研究中將進一步以服務補救的概念來了解企業進行修補行動策略時，所採行的具體補償行動，結果發現大部份是以金錢補償的方式，此外也包括實物上的補償。值得一提的是，在補償上也論及精神層次的討論。最後，從「危機情境—危機反應策略—策略效果」三者關係的檢視，本研究以媒體與關鍵公眾關係效果的評價上發現，企業在危機情境下所採用的危機反應策略則是影響外界評價企業處理危機的成敗。再者，受眾端對於後續補償行動的滿意與否也是影響企業與消費者日後關係持續的關鍵。</p>
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附註	
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