ABSTRACT

The purpose of the study is to investigate the relationships among transformational leadership, employee subjective well-being and employee creativity. The research subjects are foreign employees of three insurance companies in Taiwan. 439 effective questionnaires were retrieved and the valid response rate is 75.7%. Pearson and Regression analysis were used to show the correlation between the factors. The results are as follows: 1. There is a significantly positive relationship between transformational leadership and employee creativity. 2. There is a significantly positive relationship between transformational leadership and employee subjective well-being. 3. There is a significantly positive relationship between employee subjective well-being and employee creativity. 4. Employee subjective well-being was found to have partially mediating effects on transformational leadership and employee creativity.

Keywords: transformational leadership, well-being, employees subjective well-being, creativity, employee creativity

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