

A Study of the Relationships among Transnational Corporation Employee Organizational Culture, Psychological Ownership and Employee Creativity

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ABSTRACT

This study empirically examines the relationships among foreign insurance companies in Taiwan, organizational culture, psychological ownership, and employee creativity. Based on the questionnaire survey, 408 valid samples were obtained by the stratified sampling. The tools used for data analysis are descriptive statistics analysis, reliability analysis, validity analysis, factor analysis, correlation analysis and multiple hierarchical regression analysis to analyze the study results and examine the research hypotheses.

The results of this study are as follows:

First, organizational culture positively influences employee creativity. Second, the organizational culture positively influences psychological ownership. Third, the psychological ownership positively influences employee creativity. Fourth, the psychological ownership has the significantly mediated effect to the relation between the organizational culture and the employee creativity.

Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : organizational culture、 psychological ownership、 employee creativity

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