

顧客參與與員工創造力之關係 = The relationship between customer participation and employee creativity

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摘要

現今社會多元化發展，顧客的消費意識大幅提昇，企業為增加本身的競爭能力，必須提供多樣化的產品以滿足不同消費族群的需求，所以企業不斷的試圖強化企業的員工創造力來因應不同的需求。另一方面，須不斷強化顧客參與才能有機會確切的高度滿足客戶的需求，來提高企業在消費者心目中的價值，所以員工創造力與顧客參與成為今企業管理中必須努力追求的目標。

現今學者對顧客參與研究指出，顧客參與與工作不滿意是正相關。且又有其他學者對員工創造力研究發現員工創造力與工作不滿意是正相關。但確無法發現對顧客參與與員工創造力之直接關係的研究報告。當顧客參與會使員工的工作不滿意提升。當員工不滿意時，會使用不同的工作方法或是新的想法以改變目前不好的工作窘境。學生推論顧客參與與員工創造力為正向關係。

經對服務業之美容美、美髮從業人員與半導體類之電子業從業人員抽樣調查，對工作不滿意、組織支持與人口統計變數作控制，研究顯示當較高的顧客參與時會伴隨較高的員工創造力。證實顧客參與與員工創造力是正相關之直接關係。

關鍵詞：顧客參與、員工創造力、工作不滿意

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造力的影響--以行銷相關工作為例，國立成功大學企業管理學系碩博士班之碩士論文謝榮桂(1996)，高科技研發人員創造力人格評鑑量表與系統之建立 以資訊與半導體業為例，國立中央大學人力資源管理研究所之碩士論文鄭美娟（2003），負面情感作用對社會支持，角色壓力，與工作倦怠影響關係之研究，國防大學國防管理學院資源管理研究所未出版之碩士論文。張文婷(2003)，消費者參與對消費者抱怨行為之影響，中國文化大學國際企業管理研究所之博士論文陳怡?(2008)，與顧客共舞-顧客參與及性別角色在情緒勞務與其後果之調節效果，屏東科技大學企業管理系所之碩士論文陳聰典(2002)，工作自主性、工作壓力與創造力關係之研究，中國文化大學國際企業管理研究所之碩士論文沈明權(1999)，個人特質、組織特性與組織創新之研究，國立中央大學人力資源管理研究所未出版之碩士論文。徐嘉宏（2001），領導方式，角色壓力及社會支持與百貨公司專櫃人員工作倦怠關係之研究，國立中山大學人力資源管理研究所碩士在職專班未出版論文。蔡紫怡(2007)，飯店附屬會員俱樂部顧客參與之研究，世新大學觀光學研究所之碩士論文魏秋宜(2002)，組織創造力理論之研究，國立政治大學公共行政研究所之碩士論文巫賢偉(2008)，花蓮市亞緻會館顧客參與行為與滿意度之研究，國立花蓮教育大學體育教育碩士學位班之碩士論文二.英文部分Amabile, T. M., Conti, R., Coon, H., Lazenby, J., & Herron, M. (1996). Assessing the working environment for creativity. *Academy of Management Journal*, 39 (5): 1154-1184. Amabile, T. M. (1997). Motivating creativity in organizations: on doing what you love and loving what you do. *California Management Review*. 40, 39-58. Amabile, T. M. & Grysiewicz, S. S. (1987). Creativity in the R & D laboratory. 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