

ABSTRACT

Due to the diversified evolvement of modern society, consumer awareness of customers increases significantly. In order to improve the competitiveness of the enterprises, they have to provide a variety of products to meet the needs of various groups of consumers. Therefore, enterprises constantly try to reinforce the creativity of employees to adapt to diverse demands. On the other hand, they must continuously strengthen customer participation to have the opportunity to highly satisfy customers' demands, and to improve the core values in customers' minds. And hence, employee creativity and customer participation have become the targets that enterprise management strives for nowadays.

Now, some scholars studying customer participation pointed out that, customer participation is positively correlated with job dissatisfaction. Others studying employee creativity found that employee creativity is positively correlated to job dissatisfaction. But they did not disclose any study regarding direct relationship between customer participation and employee creativity. The more customer participation evolves, the more employee job dissatisfaction happens. When employees are not satisfied, they will use different methods or new ideas to change the current working predicaments. I, therefore, presume that customer participation and employee creativity are positively correlated to each other.

After the sample surveys of employees working for beauty and hairdressing salons in the service sectors, and employees working for semiconductor industries in the electronics sectors, studies have shown that higher customer participation were accompanied by higher employee creativity, when job dissatisfaction, organizational support and demographic variables were controlled. Thus, we could conclude that customer participation and employee creativity have a direct relationship which is positively correlated to each other.

Keywords : customer participation、employee creativity、job dissatisfaction

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