

跨國企業工作標準化、組織氣候與員工創造力關係之研究 = A study of relationships among transnational corporation job stand

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摘要

本研究主要在探討工作標準化、組織氣候與員工創造力之關係，以在台灣之外商保險公司員工為研究對象，透過問卷調查有效樣本數為408份。根據所得資料以敘述性統計分析、信度分析、效度分析、因素分析、相關分析，並以層級迴歸進行實證與分析。研究結果顯示：1.工作標準化對員工創造力有顯著正向的影響。2.工作標準化對組織氣候有顯著正向的影響。3.組織氣候對員工創造力有顯著正向的影響。4.組織氣候對工作標準化與員工創造力的關係具有顯著的中介效果。經由上述結果，進一步提出理論上的實務運用以及後續研究之相關意涵與建議。

關鍵詞：標準化、組織氣候、員工創造力

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