

# A study of relationships among transnational corporation job standardization, organizational climate and employee creativity

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## ABSTRACT

This study empirically examines the relationships among foreign insurance companies in Taiwan, job standardization, organization climate, 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, job standardization positively influences employee creativity. Second, the job standardization positively influences organization climate. Third, the psychological ownership positively influences employee creativity. Fourth, the organization climate has the significantly mediated effect to the relation between the job standardization 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 : standardization、organization climate、employee creativity

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