

轉換型領導、員工主觀幸福感與員工創造力關係之研究-以外商保險公司為例

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摘要

本研究的研究目的在探討轉換型領導、員工主觀幸福感與員工創造力三者之關係。採用問卷調查方式蒐集資料，研究對象為在台灣的外商保險公司之員工，有效問卷共計439份，有效問卷回收率為75.7%。資料分析方法主要透過皮爾森分析與迴歸分析來探討各變項因素間的關連性，彙整實證結果如下：1. 轉換型領導與員工創造力有顯著的正向關係。2. 轉換型領導與員工主觀幸福感有顯著的正向關係。3. 員工主觀幸福感與員工創造力有顯著的正向關係。4. 員工主觀幸福感對轉換型領導與員工創造力具有部分中介效果。

關鍵詞：轉換型領導、幸福感、員工主觀幸福感、創造力、員工創造力

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