

The Effects of Organizational Climate on Employee Creativity - Self-Efficacy and Employee Well-Being as Mediators : 以自

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ABSTRACT

The purpose of the research is to explore the relationships among the organizational climate, self-efficacy, employee well-being, and employee creativity. It further verifies the mediating effects of self-efficacy and employee well-being between organizational climate and employee creativity. In this study, principal insurance practitioners were recruited as the research subjects. Through purposive sampling, a total of 490 questionnaires were sent out, and 376 valid questionnaires were retrieved. The valid response rate is 76.7%. The results showed that: (1) there is no significant relationship between organizational climate and employee creativity; (2) there is a significant positive relationship between organizational climate and self-efficacy; (3) there is a significant positive relationship between self-efficacy and employee creativity; (4) there is a significant positive relationship between organizational climate and employee well-being; (5) there is a significant positive relationship between employee well-being and employee creativity; (6) self-efficacy has mediating effects between organizational climate and employee creativity; (7) employee well-being has mediating effects between organizational climate and employee creativity. In the end of this study, management practices and recommendations are proposed.

Keywords : Organizational Climate、Self-Efficacy、Employee Well-Being、Employee Creativity

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