

幽默、工作玩興與工作創新關聯性之研究

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摘要

現代企業正面臨全球化競爭及金融危機的雙環困境，並已導致全球經濟景氣趨緩且反應出全世界經濟步入衰退期，企業要突破困境進而挽救衰退中的全球經濟，有必要探求工作創新及相關因素的來源，以振興全球經濟復甦，這也是國內外企業當前所急需面臨的課題。本研究探討幽默、工作玩興與工作創新關聯性之研究，透過文獻探討得知幽默為工作玩興其中一項重要成份，當工作結合幽默與玩興時，同時創新的靈感會在不知不覺表現於工作中。本研究經實證研究結果顯示：一、工作玩興對工作創新有正向關係。二、幽默對工作創新有正向關係。三、幽默對工作玩興、工作創新不具調節作用。

關鍵詞：幽默、工作玩興、工作創新

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