

# A Study of the Relationship between Professional Diversity and Creativity

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## ABSTRACT

Due to strictly competition, individual or company with more creativity capability will be the searching target for current market. The most valuable will be the creativity power for individual person. But for paper to discuss about study of the relationship between professional diversity and creativity still like an virgin land, and the topic of multi-professional has been a driven trend in nowadays studies. So from certification, domain discipline, product design or project would emphasize the combination of the professional, in order to have a better capability about creativity. To get a further understanding about the effect about professional to creativity capability, we set professional(diversity) as indepent variable, creativity as depent variable to find out the relationship between them. We also set the precedent variable as the way for the professional was acquired (which includes domain discipline, certification, on job training and professional training) in order to predict the effect to the professional. We select the sampling and fully investigation and questionnaire to collect the data (from some divisions of a system integration company--- fully investigation ; some divisions of a system integration company, students from different departments, MRT company and HSR--- sampling). There are two different data collection activities(for the second one we adopt the multi-administration and the period is segmented by 3 weeks) and 590 samples were collected(355 samples--- for 1st one and 235 samples ---for 2nd one). Then these collected data were analysed by SPSS, in order to get the relationship between professional(diversity), concept combination and creativity. It shows from the result : 1. Support the hypothesis that the concept combination fully mediates professional(diversity) and creativity. 2. Support the hypothesis that professional(diversity) will improve the creativity. 3. On job training is the most effective way to get the professional for individual, but from the priority sequential investigation these four ways which presents very close percentage for each in 1st priority.

Keywords : Professional(Diversity)、Concept Combination、Creativity、Professional acquired way

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