

A Study of the Relationships among Intellectual Capital, Job Satisfaction and Organizational Commitment A Case of ...

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ABSTRACT

The purpose of this study is to investigate the relationships among intellectual capital, job satisfaction and organizational commitment for the Employees of Bubble Tea Shop in Central Taiwan. Through quantitative research methods, questionnaire survey method for empirical analysis. 560 copies of questionnaires were distributed and 558 valid questionnaires, the effective rate of 99.6%. Pearson and Regression analysis were used to study the correlation between the varying factors, collection of real result as follows : 1. Intellectual capital and organizational commitment have significant positive relationship. 2. Intellectual capital and job satisfaction have significant positive relationship. 3. Job satisfaction and organizational commitment have significant positive relationship. 4. Job satisfaction was found to have partially mediating effect between intellectual capital and organizational commitment . 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 : Intellectual Capital、 Job Satisfaction、 Organizational Commitment

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