

影響企業女性海外派遣態度之相關因素研究-以在臺灣之多國籍企業為例

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摘要

在國際化經營的趨勢下，多樣化的人力資源管理為多國籍企業不可避免的課題；而女性人力資源未來在質與量的提昇，是舉世皆然的現象。故多國籍企業應在人力資源的性別議題上加以檢視，是否企業在文化面與人資實務面上，能有效營造一個有利於女性發展的環境，以確實提昇女性人力資源的運用，這些亦將影響企業多樣化人力資源管理的成效，更攸關企業之全球競爭力。雖然女性派外人員的運用，對多國籍企業而言，具有多樣化管理之潛在利益及擴大派外人才庫以提昇其競爭優勢，或至少最低限度不會讓企業揹負性別歧視惡名的策略價值，但女性派外人數偏低(僅佔約14%)卻是不爭的事實。然則，將此現象僅歸因於企業基於性別刻板印象而不願將女性派外，亦屬以偏蓋全之誤；女性本身之母職角色認知與派外考慮因素亦為影響女性派外意願之重要原因。故本研究將此二構面合併探討其與女性派外意願之關聯，發現企業對派遣女性之態度與女性個人之派外考慮因素傾向，均為影響其派外意願之重要原因；而女性對派外之自我實踐預期亦確實存在，故多國籍企業應該在企業派遣女性態度上，致力於改變企業文化對女性的刻板印象並落實協助女性在企業內發展及提昇女性派外機率之人力資源政策與實務。而女性人員本身亦應儘早對其職業生涯作好規劃，如此方能有效地提高女性派外人員的運用。

關鍵詞：人力資源管理；多國籍企業；女性派外人員；性別刻板印象；母職角色認知；自我實踐預期

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