

# 知識密集服務業產業人才特質與學習成長績效之關聯性研究

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## 摘要

隨著全球化時代的來臨，加上我國加入世界貿易組織(WTO)與產業西進的影響，使我國眾多產業必須面臨許多經濟上的轉變與衝擊。然而在「知識經濟」時代中，除了專業化與企業化的經營之外，以知識源應用(服務)的價值更是未來所要著重之處。而在1996年合作開發組織(OECD)在報告中指出知識經濟即將改變全球經濟發展的型態，以有知識源加以服務將成為企業生產力提升與成長的主要因素。也隨著知識經濟時代的來臨，經濟主體逐漸轉型為知識密集服務(Knowledge Intensive Service, KIS)的資訊範疇，市場經濟對勞動市場有相當大的控制力，因此知識服務業之人力評估的首要考量亦端賴於知識構面的學習與成長成效。就以全球網絡佈局概念對本國近期而言，未來台灣知識密集服務業的發展，主要目標乃是解決知識密集服務的「技術問題」，然長遠目的則是針對KIS的「人才問題」培植與造就根本探究之。就以上述之，以知識密集服務業為出發點之企業組織，在人力資源發展所強調的乃是組織整體人力需求分析與規劃，以及更要特別著重於對員工知識與技能的認知、對員工個人價值觀念的了解，以及重視員工個人內在的潛能開發與職涯發展。因此，本研究主要是探討知識密集服務產業、知識服務業人才需求特質與平衡計分卡之學習與成長構面之間的關係。當知識服務業人才特質不同時，是否對其學習成長績效有所影響。本研究結果推論出通用的知識密集服務業人才特質，為樂觀開朗、人際和諧、穩重謹慎、專業知識、跨領域知識和語文能力這六項特質，皆能對知識密集服務產業下的員工學習成長績效有顯著的影響。本研究希望能提供給組織在轉型為知識密集服務產業上及員工在面對成為知識密集服務之人才課題上，能瞭解其所扮演的角色、能力及競爭力。並提供建議予企業，期望能適時提升員工知識能力，激發員工專業特質，且企業必須不斷提升人力素質，才能保持企業的競爭力，而企業可以藉著教育訓練活動的實施來改善員工的績效，進而提升人力素質；再者，企業若能善用資訊科技作為員工教育訓練的新模式，不僅可以讓企業的教育訓練成本大幅降低，而且可以迅速提高員工知識及企業競爭力，讓企業的學習更靈活、員工的培育更彈性，以達到企業永續經營。在知識密集服務產業的發展過程中，企業若能將學習資源投資於值得之處，其將會為企業帶來最佳的效益。

關鍵詞：知識密集服務產業、人才特質、平衡計分卡

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