

A Study of the Relationship between Personality Traits and the Learning/Growth Performance in Knowledge Intensive Business

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ABSTRACT

With the coming of globalization, as the initiation into World Trade Organization (WTO) of Taiwan and the effect of foreign companies, a lot of industries in Taiwan have to against the economical changes and challenges. However, in knowledge economy, the applications (services) of knowledge sources will be stressed on the future in addition to the specialized and entrepreneurial management. Furthermore, Organization for Economic Cooperation and Development (OECD) reported that the Knowledge Economy would change the developing pattern of global economy, and the services of original knowledge resource would become the main factor of promotion and growth in industry productivity. In the mean time, with the coming of Knowledge Economy, the economic unit has become an information category of Knowledge Intensive Service (KIS) gradually. Market economy has the great effect on the labor market; meanwhile the first consideration of human resource evaluation in KIS also depends on the Learning/Growth performance in knowledge perspective. In the future of the short-term goal, the development of KIBS in Taiwan is to solve " Technical Problem ". On the other hand, the long-range objective is to resolve " Human Resource Problem ". As mentioned above, regarded KIBS as enterprise organizations of the beginning, their human resource developments put emphasis on the whole human requirement analysis and plan, especially the cognition of staffs ' specific knowledge, personal values, employees ' intrinsic potential exploitation and working development. This paper goes into what kinds of characters or conditions staff has in KIBS and the difference of employee ' s Learning/Growth performance whether the character demands are different or not. The results of this research inferred the all-purpose KIBS ' personality traits, such as optimism, interpersonal relationship, cautiousness, professional knowledge, interdisciplinary knowledge and language. Those all have a great effect on employees ' Learning/Growth performance in KIBS. This paper hopes to provide some suggestions not only for organization in turning into KIBS, but also for employees in becoming a member of KIBS, and then to understand their role, ability and competitiveness. In the developing process of KIBS, enterprises could invest learning in right place, and it will bring better benefit to enterprises.

Keywords : Knowledge Intensive Business Services, Personality Traits, Balanced Scorecard.

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