

外派人員組織承諾對知識移轉之影響：以組織距離與文化距離為調節變項

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摘要

在全球化的趨勢下，將知識與技術有系統地移轉至海外將可增強多國籍企業的競爭優勢，其中外派人員具關鍵的角色，但過去探討知識移轉的研究，較少探討個人層面的影響因素，本研究以高科技公司的外派人員為研究對象，從個人層級觀點，探討外派人員組織承諾對知識移轉之影響，並檢驗組織距離和文化距離之調節效果。本研究採問卷調查法，共發放790份問卷，回收434份，有效問卷計391份，回收率為54.93%。資料經逐步迴歸與層級分析後，結果顯示，外派人員的認同性承諾對於外顯知識的移轉具有顯著的影響，而外派人員的忠誠性與持續性承諾則對內隱知識的移轉具顯著的影響。研究發現，低組織距離與低文化距離皆對外派人員組織承諾和外顯與內隱知識移轉具有顯著的調節效果。

關鍵詞：外派人員、組織承諾、知識移轉、組織距離、文化距離

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