題目	企業人力資源聲望與人才招募效益之研究－以高科技產業為實證對象
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摘要	聲望是無形的資產。企業聲望是社會大眾對於一企業長期而穩定的評價，並能反映出該企業在同業之中所具有的競爭優勢。擁有良好聲望的企業，不僅可以在產品銷售上爭取到較佳的價格定位，在資本市場中也能獲得更多籌集資金的機會；甚至於在人才招募上，亦將較其他企業容易吸引到優秀應徵者投入。近年來，國內高科技產業迅速成長，對於高級人才的需求格外顯得殷切。如何吸引及留住人才，已成為企業未來能否持續發展的重要關鍵。一個擁有良好人力資源聲望的公司，方能在眾多的競爭企業中脫穎而出，並在人才招募競爭優勢上保持其領先的位置。有鑑於企業人力資源聲望的重要性，本研究透過實證資料嘗試建構出人力資源聲望的核心構面，並探討其與人才招募效益之間的關聯性。為此，本研究針對國內高科技產業排名前四百大企業的人力資源主管進行問卷調查。回卷資料經由統計分析處理後，本研究共獲致下列三項主要的研究發現： (1)　本研究的因素分析結果顯示，人力資源聲望可分為下列八項核心構面，分別是：「勞動條件與勞資關係」、「賦能與授權」、「公司願景與創新文化」、「激勵性薪酬與福利」、「人才培育與升遷機會」、「跨文化人員管理」、「績效評估系統」、以及「員工隱私權」。 (2)　雖然上述八項構面均為構成人力資源聲望的核心構面，但由其重要性評分結果顯示：「公司願景與創新文化」以及「人才培育與升遷機會」兩構面的重要性評估分居前一、二名；而「勞動條件與勞資關係」的重要性評估則落居最後。 (3)　本研究的相關分析結果顯示，無論是人力資源聲望的整體或分項構面，均對於公司招募網站之招募效益具有顯著的正相關，顯示人力資源聲望愈高，其公司自設招募網站的人才招募效益也會愈高。至於人力資源聲望對於報紙廣告、專業招募網站、以及校園徵才說明會等人才招募效益之相關性，則只有在少數項目上達到顯著水準，顯示這些招募方式受到人力資源聲望的影響較低。
關鍵字	企業聲望、人力資源聲望、人才招募、招募效益
Title	Human Resource Reputation and Recruiting Effectiveness :High-Tech Industries in Taiwan
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Abstract	The term reputation has been discussed in the literature to describe a number of factors related to organizational behavior. External stakeholders routinely rely on the corporate reputations of firms in making investment decisions, products choices, and career development. Many researches indicate that firms which establish respective human resource reputations for employee welfare will enhance their labor market positions, attract better applicants, and even improve competitive advantages. Therefore, this study attempts to construct the concept and core dimensions of human resource reputations and clarify their impacts on recruiting effectiveness. The empirical material is based on questionnaire data obtained from human resource managers in the top 400 high-tech firms in Taiwan. In summary, these following findings are found: (1) According to the results of factor analysis, these eight core dimensions of human resource reputations are defined as follows: working conditions and labor relation, empowerment and delegation, vision and innovative culture, incentive compensation, training and promotion, cross-cultural management, performance appraisal, and employee

	privacy. (2) Although the above-listed dimensions are rated quiet important, "vision and innovative culture" and "training and promotion" are rated the top two. On the contrary, the lowest rating is "working conditions and labor relation". (3) The effectiveness of recruiting websites will be higher when firms have better human resource reputations. The correlations between them are significantly positive. In contrast, human resource reputations have no significant effects on newspaper advertisement, search firms' recruiting websites, and campus recruiting.
Key Words	Corporate Reputation, Human Resource Reputation, Recruitment, Recruiting Effectiveness.