

題目	團隊多元化是否能提升團隊創造力? 團隊幽默感的干擾角色
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摘要	團隊可透過多元化與幽默影響團隊創造力，研究發現團隊多元化與團隊創造力間之關係產生不一致的結果，顯示兩者之間可能存在干擾變數。本研究探討團隊幽默感對團隊多元化與團隊創造力關係的干擾效果。選取近五年時報廣告金像業者作為研究樣本，以一位團隊主管與三位團隊成員配對，共發放 152 個廣告設計團隊，有效回收 75 個團隊樣本。研究發現 1.團隊幽默感無法干擾人口背景多元化對團隊創造力之影響；2.團隊幽默感干擾任務相關多元化對團隊創造之影響。根據研究結果，團隊應培養團隊幽默感以整合團隊多元化的優點，進一步提升團隊創造力，並於文末論述研究限制與未來研究方向。
關鍵字	團隊多元化、團隊創造力、團隊幽默感
Title	Does team diversity improve team creativity? The role of team humor
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Abstract	Diversity and Humor were the keys to affect on creativity. Existing research has revealed inconsistent conclusions about the relationship between team diversity and team creativity. Given this context we set out to explore how team humor moderated the relationship between team diversity and team creativity. Paired responses were collected from teams in advertising agencies. The participants in this study were 75 teams in advertising agencies. The advertising sector was chosen given the importance of creativity to their work. Data analysis was carried out by confirmatory factor analysis and hierarchical regression analysis. The findings show that team humor moderate the relationship between task-related diversity and team creativity while the moderating effect of team humor on the bio-demographic-team creativity was not verified. This paper goes on to discuss our overall findings, arrive at related managerial implications and propose directions for further research.
Key Words	Team Diversity, Team Humor, Team Creativity