

<b>題目</b>	職場新鮮人之核心自我評價、創業動機與創業傾向關係之研究-以南部某大學為例
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<b>摘要</b>	本研究旨在瞭解職場新鮮人的核心自我評價人格特質、創業動機與創業傾向的關係。以便利抽樣方式，調查五年以下工作經驗的新世代，共發放 410 份問卷，回收有效問卷 261 份，有效回收率為 63.7%。資料分析的結果支持本研究所提出三個研究假設中的兩個假設，即創業動機與創業傾向有顯著正向關係，其中拉式動機愈高則創業傾向愈高，推式動機與創業傾向則不具顯著關係；核心自我評價與創業傾向具有顯著正向關係；然而檢視核心自我評價與創業動機的交互作用與創業傾向的關係，則不具顯著性，表示核心自我評價在創業動機與創業傾向的關係上不具調節作用。本研究根據分析結果，分別提出相關的建議。
<b>關鍵字</b>	核心自我評價、推式創業動機、拉式創業動機、創業傾向
<b>Title</b>	Relationships among Core Self- Evaluation, Entrepreneurial Motivation and Entrepreneurial Intentions for New Employees–A Case Study of a university in south Taiwan
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<b>Abstract</b>	The major purpose of the current work is to elucidate the relationships among core self- evaluation, entrepreneurial motivation and entrepreneurial intentions for the new generation. The subjects included those who were born during 1960s–1970s and had work experience less than five years. This study used convenience sampling method to distribute 410 questionnaires and retrieved 261 valid questionnaires, representing 63.7% valid response rate. Results of data analyses supported the three hypotheses developed by this study. This study found that the entrepreneurial motivation was significantly related to entrepreneurial intentions, of which pull motivation was positively related to entrepreneurial intentions. Core self- evaluation was significantly related to with entrepreneurial intentions, but the interaction of entrepreneurial motivation and core self-evaluation did not show significant relationship with entrepreneurial intentions.
<b>Key Words</b>	Core Self-Evaluation, Push Motivation of Entrepreneurship, Pull Motivation of Entrepreneurship, Entrepreneurial Intension