

<b>題目</b>	環境教育對企業唯利是圖觀點的影響－環保道德解離之中介效果
<b>作者</b>	羅新興(健行科技大學企業管理學系教授) 黃品瑜(健行科技大學企業管理學系學生) 王彥蓁(健行科技大學企業管理學系學生)
<b>摘要</b>	本研究目的在探討環境教育對受試者唯利是圖觀點的影響，並分析環保道德解離的中介效果。採用準實驗設計研究法，請受試者觀看事先準備好的環境教育影片後，填寫企業唯利是圖觀點量表及環保道德解離量表，分析 162 份有效樣本後，獲得以下研究發現，首先，環境教育對受試者的唯利是圖觀點具有負向影響，同時環境教育對環保道德解離也具有負向影響，其次，環保道德解離對於受試者的唯利是圖觀點具有正向影響，並且環保道德解離會中介環境教育對唯利是圖觀點的負向影響。研究發現的管理實務意涵為，企業環境教育可以藉由降低企業組織成員的環保道德解離，從而可以降低企業組織成員的唯利是圖觀點。
<b>關鍵字</b>	環境教育；企業唯利是圖觀點；環保道德解離
<b>Title</b>	Effect of Environmental Ethics Education on Corporate Profit-Seeking: Mediating Effect of Moral Disengagement in Environmental Protection
<b>Author</b>	Hsin-Hisn Lo Pin-Yu Huang Yen-Chen Wang
<b>Abstract</b>	This study examined the effect of environmental education on profit-seeking perspective of participants and analyzed the mediating effect of moral disengagement in environmental protection. Through an experimental design method, participants were asked to complete moral disengagement in environmental protection scales and corporate profit-seeking scales after being shown an environmental education video. The following were observed after analyzing 162 valid samples. First, environmental education negatively affected moral disengagement in environmental protection as well as the profit-seeking perspective of the participants. Second, environmental education was positively correlated with the profit-seeking perspective of the participants. Finally, hierarchical regression revealed that moral disengagement in environmental protection mediated the negative influence of environmental education on profit-seeking. The management practice implication of this study is that environmental education can curtail corporate profit-seeking perspective by abating the moral disengagement in its members.
<b>keyword</b>	Environmental Education; Corporate Profit-Seeking Perspective; Moral Disengagement in Environmental Protection