

題目	員工生涯定向與組織策略導向之契合對於員工工作滿足的影響
作者	諸承明(國立宜蘭大學應用經濟與管理學系教授) 徐翊瓊(中原大學企業管理學系碩士) 余坤東(國立臺灣海洋大學航運管理學系教授) 胡秀華(銘傳大學國際企業學系教授)
摘要	<p>近年來，企業面臨的全球化競爭壓力日益增加，導致企業不僅需要員工在技術能力方面持續精進，更會要求員工在生涯發展上能與組織策略發展方向相配合。然而，國人的工作價值觀亦不同於以往，在職場中工作不只是為了金錢報酬，更會重視個體生涯定向上所欲達成的目標。有鑑於此，本研究擬探討生涯定向與工作滿足之間的關聯性，並分析組織策略導向對於此關聯性之調和效應。根據實證資料的統計分析結果，本研究共獲致下列主要的研究發現：</p> <p>(1) 生涯定向中技術及功能類型者、管理類型者、安全及穩定類型者的工作滿足較高，創造力及創業類型者次之，自主性及獨立類型者則最低。</p> <p>(2) 在組織高度多角化策略下，管理導向對於工作滿足具有正向影響；在組織低度多角化策略下，管理導向對於工作滿足則無明顯影響。</p> <p>(3) 在組織高度創新策略下，自主性及獨立導向對於工作滿足具有正向影響；在組織低度創新策略下，自主性及獨立導向對於工作滿足則有負向影響。顯示組織創新策略與自主性及獨立導向之契合度將顯著影響工作滿足。</p>
關鍵字	生涯定向；組織策略；工作滿足
Title	Blending Career Anchors and Organization Strategies to Improve Job Satisfaction
Author	Chen-Ming Chu Yih-Chiung Hsu Kung-Don Ye Hsiu-Hua Hu
Abstract	Increased competition for globalization, constant innovation in technology, and employees' desire to get the most out of their careers are major forces pushing organizations to offer career development programs. In order to improve employees' job satisfaction, individual needs should be linked with organizational needs in a way that joins personal career development with the achievement of the organization's strategic objectives. Therefore, this study will examine the relationships between career anchors and job satisfaction and discuss the moderating effects of organization strategies. In summary, these following findings are found: (1) Employees whose career anchors are higher on "technical/functional competence", "managerial competence", and "security and stability" have higher job satisfaction. Besides, employees whose career anchors are higher on "creativity/ entrepreneurship", and "autonomy and independence" have medium or lower job satisfaction. (2) When firms adopt the higher extent of diversification strategy, "managerial competence" will have positive influence on job satisfaction. When firms adopt the lower extent of diversification strategy, "managerial competence" will have no significant influence on job satisfaction. (3) When corporate adopt the higher extent of innovation strategy, "autonomy and independence" will have positive influence on job satisfaction. When corporate adopt the lower extent of innovation strategy, "autonomy and independence" will have negative influence on job satisfaction
Keywords	Career Anchor; Organization Strategy; Job Satisfaction