

題目	影響企業員工節能行為意圖與習慣之實證研究
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摘要	企業員工節能行為表現，對企業社會責任與環境永續發展具有關鍵性的影響。本文採用「節能態度」與「主觀規範」，對員工節能「行為意圖」及「節能習慣」進行相關分析與檢定；問卷之統計分析採用驗證性因素分析(CFA)和結構方程模式(SEM)。實證分析支持員工節能「節能態度」與「主觀規範」對其「知覺行為控制」有顯著的正向相關；再者，員工節能「知覺行為控制」對節能「行為意圖」有顯著的正向相關，然而「知覺行為控制」對「節能習慣」無顯著的正向相關；分析結果亦顯示員工節能「行為意圖」與對「節能習慣」有顯著的正向相關。檢定結果支持「節能態度」與「主觀規範」經由「知覺行為控制」，影響員工的「行為意圖」。研究結論與建議包含研究結果、理論與實務、管理意涵，並提出未來研究建議。
關鍵字	節能態度、主觀規範、知覺行為控制、結構方程模式
Title	An Empirical Study on Employees' Energy-Saving Intentions and Habits
Author	Chun-His Vivian Chen、Yu-Cheng Chen
Abstract	This research has examined 15 equity-based crowdfunding platforms' 268 successfully funded projects covering 8 countries as the sample since the establishment date of platform in January, 2016. This paper classified for funding period, gender and industry categories. The study employs a Cox Proportional Hazards model to explore about the influence factors of the average days of project success. The empirical results revealed that the possibilities of having successful funding factors where the project of a female leader, non-technology industry project and the thumbs-up numbers by Facebook. In addition, due to the higher operating risks of new startups and the overvalued corporate value, the possibility of successful fundraising is reduced.
Keywords	Equity-based Crowdfunding, Survival Analysis Model