

CEO人格特質、領導型態與員工工作績效、工作投入、組織承諾之關聯性研究—以G公司為例

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摘要

The company's most important asset is the staff and employees in order to understand the long-term corporate ailing and loyalty, and intentions to enhance their job performance and job involvement and organizational commitment, provided that the domestic and foreign scholars study Pujie prosperity of the enterprise with the highest leader's personality and leadership style has a positive relationship with a direct impact on the enterprise's employees work performance, job involvement.

Of this study was to investigate the relationship between CEO personality, leadership style, understanding that CEO leadership style affect employee job performance, job involvement, and organizational commitment.

The study is based G company employees, in order to facilitate the questionnaires via descriptive statistics, reliability analysis, path analysis and structural equation modeling analysis. By this analysis cases, the hearts of the staff finds the personality traits of successful CEOs in business, leadership style, what qualities and types, from which traits and patterns and thus understand the employees job performance, job involvement, organizational commitment relationship.

The Keji thus analyzes the results, and then to understand the operation and management under the G in this CEO tenure, to verify the CEO to bring the number of economic benefits for the enterprise, validate the data to prove the public information MOPS website <http://newmopsov.twse.com.tw/>, while providing employees successful CEO what qualities, leadership styles and thus makes employees self-enhance job performance, job involvement and organizational commitment, motivate to Gemployees to upgrade themselves and achieve organizational goals.

關鍵字：leadership, work performance, work involvement