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Abstract ABSTRACT
Along with knowledge economy time starting, the enterprise is facing the unprecedented fast vicissitude and the impact. Not only in under the environment fierce change tendency, the enterprise needs is only the traditional element of production, certainly it has included the labor force, the capital and the land, has more importantly has the productive forces knowledge worker, only then may face this change fast environment. Therefore, the knowledge is organizes the competitive advantage the basis, is the enterprise is most important and the most main agent and the resources. (Bock, Zmud, Kim & Lee, 2005)。However, organizes the knowledge which staff individual has, representative this organization competitive advantage key origin；Therefore, the knowledge worker organizes the greatest property, organizes the successful important contributor.
Under the knowledge capital viewpoint, the important property which the enterprise continually competitive advantage most basic unit and most needs to invest is “the staff”, although individual study and the organization study differ from, but both are actually inseparable. The staff individual study cannot guarantee the organization has the study, but if does not have individual study, the organization studies is not impossible to occur; Therefore, individual study may say is the organization studies the successful important foundation.
One of most important active improves staff's mental pattern in the enterprise management and operation, this is precisely “the fifth item repairs practices” in a book author Senge, Peter elaborated the second item repairs practices. Therefore, we advocated the enterprise may penetrate the study, then improvement knowledge worker's mental pattern.
This research chooses the Tainan area medical service and the financial two big service industry is an object, according to constructs the goal orientation, the self-esteem, the study behavior, the self-potency and the mental growth relations the correlation theories, then develops the correlation research supposition, and discusses mutually the relatedness.
By way of the questionnaire real diagnosis analysis, obtains the discovery to be as follows：
1.The goal orientation has the remarkable forward influence regarding the learning behavior.
2.The self has the important adjustment relations regarding the goal orientation and the learning behavior.
3.Individual learning and the share learning each other to have the high correlation
4.The learning behavior has the partial remarkable forward influence to the mental growth.
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