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Author Hsiu-Fen Li
Author's Email Address No Public.
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Abstract
In 2006, Taiwan Financial Supervisory Commission opens the insurance industry cross full wealth management service, the life insurance industry also may be engaged in the wealth management service, the safe clerk may rest on the customer demand, provides the property disposition or the finance plans and so on to manage finances the service.
After insurance industry cross full wealth management service, causes the financial service industry the competition to change intensely. How does the insurance industry have under this kind of situation, the penetration company to subscribe decides the goal as well as the management social stratum leadership, further enables the insurance industry jobholders able to create bigger making a profit for the company with the achievements? This is a topic which this research most mainly wants to discuss.
This research take the Tainan area insurance industry jobholders as the object, and collect data by questionnaires. The questionnaires which had been handed out to who practice as insurance industry jobholders via jobholder supervisors namely and regular mail, is defined as a form of data retrieval and analysis in this research.
SPSS is implemented as a statistical analysis software in this research. The main implications can be seen：
1. Characters of insurance industry jobholders partially dominate the influence of goal setting, leadership styles, organization identification, employee’s cognitive styles and job performance.
2. Studies in goal setting, leadership styles, organization identification, employee’s cognitive styles and job performance apparently almost relate to one another.
3. The results of multiple and hierarchy reversal analysis are almost influenced by factors of goal setting, leadership styles, organization identification, employee’s cognitive styles and job performance.
4. Different groups of cognition in goal setting, leadership styles, organization identification, employee’s cognitive styles and job performance have significantly different results in One-Way ANOVA.
5. The causal relation of goal setting, leadership styles, organization identification, employee’s

cognitive styles and job performance have significant influence.
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