URN etd-0407109-183720-1619
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Statistics This thesis had been viewed 59 times. Download 46 times.
Department
Year 2006
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Influence of Competence on Job Performance of Salespersons in the Life Insurance Industry in Tainan Area-Using Incentive System as Moderating Variables
Date of Defense 0000-00-00
Page Count 76

Keyword
Competence
Motivation
Incentive System
Job Performance

Abstract
Competence is often defined as a combination of motivation, personality, self-concept, knowledge and skill that enables an individual to perform a job to the standards required for successful job performance. The purpose of motivation is to stimulate staff's behavior of hard-working. This study is to investigate the influence of competence and incentive system on job performance in the life insurance industry. The salesperson's competence scale is derived from Spencer and Spencer's definition and content, the incentive system scale is derived from Chen's (2002) incentive system scale, and the job performance scale is directly derived from Yu's (1996) job performance scale. The participants in this study are the salespersons of the life insurance industry in Tainan area. Three hundred and sixty-nine questionnaires were collected. The findings showed that salesperson's competence and incentive systems were positively correlated with job performance, and salesperson's competence and incentive system had independent and interactive impacts on job performance.
Advisory Committee - advisor

Files etd-0407109-183720-1619-001.pdf

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Date of Submission 2007-08-16