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Abstract Abstract
Since I have been a products management officer in computer related industries for a long time, I am observing computer and its accessories related businesses growing up rapidly, and the status makes our country has played an important role in global supply chain. But, how to have product managers to handle product development process effectively, control resources and product life cycle along with channel management to allocate resources most efficiency is what computer industry focuses now. This main purpose of this study is to search the relationship between Personality Traits, Professional Competencies, as well as Self-directed learning of product managers and their job performance.
The samples of this study are the domestic manufacturers of computer and its accessories related industries, by delivering questionnaires for collecting and analyzing data. The questionnaires delivered are 450 pieces totally, 204 pieces collected, and 177 pieces of effective samples, the effective rate is 39.3%. Based on the result generating from statics, reliability, variance and regression analysis of questionnaire, we got the major conclusion as below:
1. There is a significant relationship between Personality Traits and Job Performance.
2. There is a significant relationship between different Professional Competencies and Job Performance.
3. There is a significant relationship between Self-directed learning and Job Performance.
4. There is no significant relationship between program managers' personal characteristics, including sex, age, education degree, major, working years, also products focus on, and their job performance.
Above all, this study comes out some related suggestion to enterprises and future researchers, further providing the evaluation guidelines to CEO of computer and its accessories related industries on recruiting, training, and employing of Program Managers.
Key words：Personality Traits，Professional Competencies，Self-directed learning，Job Performance，Product Manager，Computer Component
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