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Abstract
Businesses apply mentorship of mentoring relationship to assist the training of new employee .Through interactive exchange courses, businesses and individuals can gain growth and experience. We know such relationship exists in the graduate school of university as well. Every graduate student must at least one advisor, who can pass on knowledge and process of his personal development.
Many businesses have already made the best use of mentorship to seek competitive advantages, but comparatively schools seem to lack such approach. Therefore, the research from the viewpoint of relationship marketing to explore what effect the mentoring relationship between advisor and graduate student will have on relationship performance is seldom discussed. According to the research gap mentioned above, the main purpose of this study is from the student’s point of view to explore whether mentoring function and transformational leadership will be able to affect relationship quality and relationship learning, and furthermore to promote relationship performance and to develop mentoring function constructs and scales in expectation of listing the research results among the considered elements for every graduate school to recruit appropriate graduate students, and henceforth to reinforce the school’s competition and to put forth the suggestion for recruiting students.
Advisory Committee - advisor

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