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73

1.

Elizur Super

Elizur Vanhardt

2

Ambile West Farr

Scott Bruce

3.
Breaugh

4.

74 _____

West Farr

H1a

West Farr

2 H1b

3 H1c

5.

H2a

H2b

_____ 75

H2c

1.

 565
 92
 565

 299
 49.5%
 50.5%
 70.6%

26.1% 3.3% 18-23 16.1% 24-28 35.1% 29-33 29.4% 34-37 11.7% 38-43

5.7% 44-53 1.3% 54-60 0.7% 2

Meyer 21

5

9 0.914 7 0.904 0.899

Breaugh

7 0.902 Scott Bruce / 6

0.812

Lisrel 8.70 Spss19.0

1.

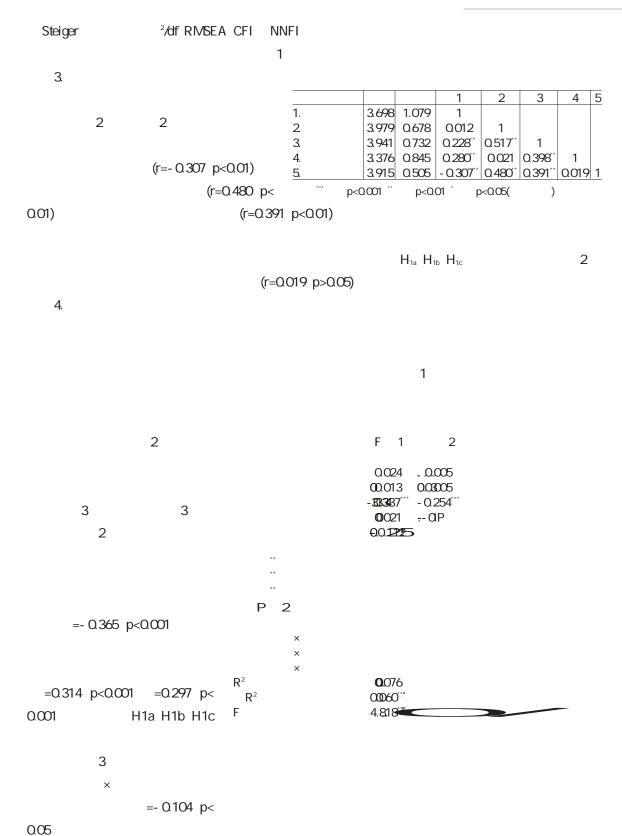
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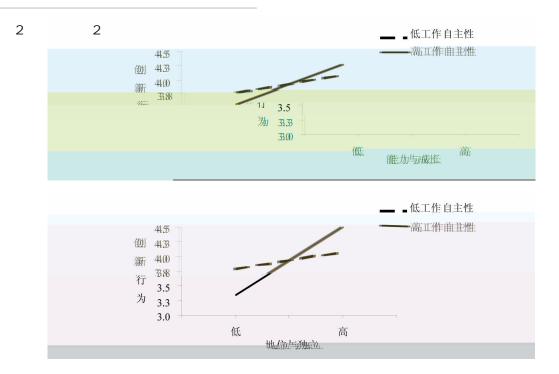
26.459% 50% ²/df RMSEA CFI NNFI df V1,V2,V3,ZZ,CX 0.067 0.947 0.942 1357.201 517 263 : V1,V2,V3+ZZ,CX 1995.450 521 3.83 0.108 | 0.906 | 0.899 2 4135.879 524 7.89 0.235 | 0.770 | 0.754 : V1+V2+V3,ZZ,CX 5160.910 526 9.81 0.264 | 0.705 | 0.685 : V1+V2+V3,ZZ+CX : V1+V2+V3+ZZ+CX | 5603.177 | 527 | 10.63 0.288 | 0.677 | 0.656

Lisrel8.70 V1 V2 V3 ZZ

CX +

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On Creativity of Knowledge Workers From the Perspective of Work Values

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Abstract: This study explores the causing mechanism of creative behavior, based on the perspective of work values and the moderating role of work autonomy. Data were collected from 299 employees, and the empirical results from hierarchical multiple regression suggest that (1) work values has a significant effect on in novative behavior, comfort and security (Comfort) has a significant negative impact on innovative behavior, competence and growth (Competence) has a significant positive impact on innovative behavior, status and in dependence (Status) also has a significant positive impact on innovative behavior. (2) Work autonomy plays a moderating role between work values and innovative behavior. Work autonomy has a significant negative moderating effect on the relationship between Comfort and innovative behavior. On the contrary, Work autonomy has a significant positive moderating effect on the relationship between Competence and innovative behavior.

Keywords: work values, creative behavior, work autonomy; knowledge worker