

## 創業意圖對創業績效之模型建構與競爭效果衡量

### ——兼論創業能力的干擾效果

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### 摘要

近年來台灣受到金融海嘯、歐債危機再加上科技產業受到大陸、韓國出口的衝擊，就業問題日趨嚴重。因應台灣失業的危機，行政院勞委會與青輔會具體提出協助國人創業方案，鼓勵不同背景、年齡層從事創業活動；事實上從知名連鎖品牌與零售店不斷運用創意發展創新經營模式，對鼓勵民眾創業應具有示範的效果。本研究將過去學者研究所引述之成功創業有關變數加以整合形成概念性架構，以 Spencer and Spencer (1993) 之職能因果流程模式為觀點，作為主體架構並驗證整體架構與變數間的影響關係。

本研究樣本取自雲嘉南之中小企業業者，總共發放 250 份問卷，回收 219 份，有效問卷總計 206 份，運用驗證性因素分析，結合 AMOS 軟體作假設驗證，結果顯示本研究整體配適標準達檢定水準，理論模型可獲得支持，在變數間的假設方面除創業精神對創業績效直接效果不成立外、創業能力、創業動機、情緒智力對

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創業績效皆有正向顯著的影響；而創業精神透過創業動機、情緒智力與創業能力對創業績效亦具有中介效果之影響。此外，創業能力對創業動機與創業績效間有顯著的干擾效果，顯示業者的創業意圖對未來創業績效固然有其影響，但創業者本身的創業能力將是影響創業成敗的重要變數。

**關鍵詞：**創業精神、情緒智力、創業能力、創業動機、創業績效

**A Study on the Construction of Entrepreneurial Intentions on  
Performance and Competitive Effects—Entrepreneurial Ability as a  
Moderator**

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**Abstract**

The problems of employment have been increasingly worse because Taiwan has recently suffered from industrial structure changes. In order to solve the unemployment crisis, the Council of Labor Affairs and the National Youth Commission put forwards domestic entrepreneurship programs to encourage those who have different backgrounds, ages to engage in entrepreneurial activities. The entrepreneurial ethos gradually flourishes, and it also shows the spirits of Taiwanese vigorous entrepreneurial and creative spirits. In the past relevant issues of entrepreneurial management research, it had been pointed that several conducted the characteristics of entrepreneurs, teams' ability to management, and the traits of product technology to explore. However, to the extent of successful entrepreneurs' overall variables, it did not have a further integrated exploration. Accordingly, this study delivered the questionnaires randomly and analyzed

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and verified the causal relationship of the overall variables through structural equation. In sampling, there were 250, with 206 effective questionnaires. The study used the structural equation models to verify the fitness of overall patterns fatherly. The results showed that the overall fitness standard reaches the test standards; it meant that the research theory pattern gains supports. Except the entrepreneurial spirits were not validated of the hypothesis of the study, others were not validated. In addition, the entrepreneurial motivation, entrepreneurial ability, and the emotional intelligence have an influence of mediation effect in the patterns.

**Keywords:** entrepreneurship, emotional intelligence, entrepreneurial ability, entrepreneurial motivation, entrepreneurial performance