

運用橘色概念探討員工幸福感方案重要性 之研究

Prioritizing the Projects of Happiness of Employees by Adoption of Orange Conception

企業管理學報
第 97 期(102 年 06 月)
頁 61-86

劉仲矩*

Chung-Chu Liu

高淑芬**

Shu-Feng Kao

* 國立臺北大學企業管理學系副教授(聯絡作者)
Associate Professor, Department of Business Administration, National Taipei University.
(correspondence author)

** 國立臺北大學企業管理學系碩士
Master, Department of Business Administration, National Taipei University.

摘要

橘色介於紅色的能量與黃色的快活，跟愉悅、陽光相關，在色彩學代表熱情、魅力、幸福、創造力、決心、吸引力、成就、激勵，給人炙熱的感覺，能增加大腦的供氧量，產生鼓舞的效果並刺激心智活動。也就是說橘色包含活力、自信與積極的能量，具有激勵效應，是快樂的、熱情的特質，代表活力、奉獻與讚賞。本研究目的主要借用橘色概念歸納達成員工幸福感的主要方案與次要方案，有效樣本共 50 份，並以問卷方式及層級分析法(AHP)分析員工幸福感各項方案的重要性排序。本研究結果發現六個主要方案是希望、信任、傾聽、內疚感與讚賞及同理心，結果依序為讚賞方案、信任方案、希望方案、傾聽方案、同理心方案、內疚感方案；次要方案的前三個重要因素為人員信任、激勵制度及即時鼓勵。依上述研究結果提出理論、管理實務與後續研究建議。

關鍵字：橘色、員工幸福感、幸福、層級分析法、信任

ABSTRACT

The colour of orange is between the energy of red and the cheerful of yellow, it regards to joyful and sunshine. In criminology, the orange represents the meaning of passionate, charming, happily, creative, purposive, attributive, achievable and inspirational. The orange used to regard the feeling of warm and increase the brain permeability of oxygen, consequently bring an encouragement result. In short, the colour of orange contains vitality, confidence and possessiveness. The orange is full of the effect of invigoration, and the characteristics of happy and passionate. The purpose of this research selects Orange Conception to generalize primary and secondary factors for employees' happiness. A total of fifty persons were selected and by adoptions of questionnaire and Analytic Hierarchy Process(AHP) to examine the priority of employees' happiness, in order to understand the difference from employees' vibration and analyse their priority. This research concludes the six primary factors are Hope, Reliance, Attentively Listen, Guilt, Admiration and Empathy. According to the results of this research, the sequence is Admiration Formula, Reliance Formula, Hope Formula, Attentively Listen Formula, Empathy Formula and Guilt Formula. The third secondary factors are employees' reliance, inspiration system and instant encouragement. Above all, this research provides implications of the theory, experiments of the management and suggestions for later research.

Keywords: Orange, Happiness of employees, Happiness, Analytic hierarchy process, Trust