

How Practitioners in Design Industry Become Innovative? The Identification of Influential Factors

Ming-Chang Wu, Wen-Lung Chang

Graduate School of Vocational and Technology Education
National Yunlin University of Science and Technology, Taiwan

Shing-Sheng Guan

Department of Graduate School of Visual Communication Design
National Yunlin University of Science and Technology, Taiwan

*Chien-Wen Chen**

Graduate Institute of Visual Communication Design
Ling Tung University, Taiwan

*Corresponding author: chienwen@teemail.ltu.edu.tw

ABSTRACT

In the retrospective on the educational history, innovative capability cultivation has been a major concern in education, particularly in the field of design. This study was conducted to determine the major factors influencing innovative capabilities of practitioners in the design industries, focusing on their professional proficiency, employment attitudes, and work efficacy. This study was also designed to determine the effects of these three factors on the innovative capabilities as well as the correlations among these factors. Validated questionnaires were mailed to 261 practitioners in the design industries in Taiwan. The data were analysed using SPSS version 18.0 and AMOS software. Pearson correlation analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were employed. Several main conclusions were drawn from the study: (1) the practitioners in the design industry generally possessed professional proficiency, employment attitudes, work efficacy, and innovative capabilities; (2) there were significant and positive relationships among professional proficiency, employment attitudes, work efficacy, and innovative capabilities, and (3) the co-existence and interactive structures were obvious among these four essential factors. Based on the data, several suggestions for the practitioners and organizational administrators were provided.

Keywords: Design industry, professional proficiency, work efficacy, innovative capability, Taiwan