

A STUDY ON PROBLEM CONSCIOUSNESS OF THE EMPLOYEES, IN JAPAN'S SERVICE INDUSTRY

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ABSTRACT

Employees' problem consciousness is the critical management topic, in present human resource management and service industries. However, there are very few researches that had discussed about problem consciousness issue. The aim of this study was based on the Confucian Problem Consciousness model to expose the factors affecting the employee's problem consciousness from the point of view Chinese employees' problem consciousness in Japan' service industry. Based on the questionnaire survey, the findings were analyzed by multiple variable regressions, and discussed the factors affecting the employee's problem consciousness. Therefore, the analysis result revealed employees' problem consciousness in Japan' service industry

KEYWORDS: Service Industry, Employee, Problem Consciousness, Multiple Variable Regressions