

Abstract

The primary purpose of this research was to study the relationships between the determinants of individual employee behavior (perceived job challenge, autonomy, strategic attention for innovation, supportive climate for innovation, external contacts, differentiation on marketing, and variation in demand), and the innovative behavior of bank staff.

In this study, self-administered questionnaires were distributed to the bank staff who worked in Kunming branch and sub-branches, Jiao Tong Bank of China. And 386 completed questionnaires were used in the analysis of data by using Spearman's Rank Correlation Coefficient analysis.

The results showed that the differentiations in marketing, strategic attention for innovation, supportive climate, variation in demand were stronger related with the innovative behavior of bank staff compared with the relationships between external contacts, perceived job challenge, autonomy and innovative behavior of bank staff. The findings of this research suggested that in order to spur more innovative behavior of the lower-level-needs staff, the motivation from extrinsic factors such as managers and market would be required more than the ones from the interior factors such as perceived job challenge or autonomy. A monetary reward system for innovative behavior, internal study within the organization and certain assessment platform should be provided to reduce the risk of innovation application and encourage the bank staffs to perform more innovative activities.