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automotive-shop manager toward new services**

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The study of factors blocking the business-opportunity creativity of the automotive-shop manager toward new services

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Abstract

Einstein said, "I never discovered anything with my rational mind." In fact, most of people have the same ability as he does. The only thing which makes Einstein differs from others is that he had the ability to take his brilliant intuitions and convert them into simple, rationally testable proposition (Couger, 1995, p.388). Numerous experiments proved a convincing evidence that the left brain/right brain was indeed specialized and the differences in specialization were located in each half brain (Herrmann 1996). Generally the right side of the brain handles information about the left side of the body and vice versa, although the two sides are not entirely independent. Some functions of the brain appear to be carried out predominantly on one side of the brain or the other. The left brain, for instance, dominates the abilities of speaking, calculating, reasoning, and so on, while the right brain dominates those of creating, intuiting, imaging, symbolizing, and so on (Wilson, 1993; Alder, 1994; Herrmann, 1996). Unfortunately, at school we are encouraged for remembering facts and doing sums whereas daydreaming is not acceptable. That means more value is generally placed on left-brain function, while right-brain features tend to be neglected in our culture. At present, the main effect of our education and training processes is heavily relied on the left-brain. Then we may lose the intuitive power of the creative part of our mind (Albert, 1994). Is that a truth? This is a worthy research topic in business education.

The main purpose of the study aims to find out the factors blocking the business-opportunity creativity of the automotive-shop manager. The researcher conducted a questionnaire for the auto-shop manager of Taiwan areas. The theory of the measurement instrument is depended on perceptual blocks to creativity developed by Couger (1995). Perceptual blocks are obstacles that prevent human from clearly perceiving the question or problem itself or the information needed to insight it. People believe what they see, smell, or feel, but they do not know they have a limitation on their five senses. Couger (1995) proposed that there are four blocks: emotional, cultural, environmental, and intellectual. The instrument of the study was developed on these blocks. There are one dependent variable and eight independent variables. The dependent variable is the opportunity creativity of the auto-shop

manager. The eight independent variables delegate the four blocks: one for emotional block, two for cultural and environmental blocks, and three for intellectual blocks. Due to eight nominal variables, the χ^2 -square is used to test and analyze the relationship between the dependent variable and independent variables.

There is only one no significant difference between the dependent and independent variables: the staff numbers. The rest of them are reached significant differences, which means the business-opportunity creativity of the auto-shop manager is totally blocked by his /her emotion, culture, environment, and intellect.

Key words: **creativity; intuition; opportunity**