

# **A Mediation Model Linking Transformational Leadership, e-Learning Motivation, and e-Learning Transfer**

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**Abstract:** Although the adoption of e-learning programs has been significant in recent years, the efficacy and effectiveness of such programs have not been fully investigated. This study explores the effects of learner characteristics and learning contexts on e-learning transfer and has two specific research purposes: the first is to identify and clarify the mediating roles of perceived supervisor support and perceived organizational support in the relationship between transformational-leadership behaviors and e-learning motivation; the second is to clarify any direct effects of e-learning motivation on e-learning transfer. Service companies that had adopted e-learning programs were set to be the research targets, and the effectiveness of these companies' e-learning implementation efforts was examined. Employee-supervisor dyads from 55 service chain stores in Taiwan were surveyed from March 2012 to June 2012. Results indicate that transformational leadership behaviors enhanced e-learning motivation and e-learning transfer via perceived supervisor support and perceived organizational support of e-learning.