

論文名稱：組織認同、雇用身份與服務

總頁數： 83

導向組織公民行為之研究

校(院)所組別：中國文化大學商學院國際企業管理研究所

畢業時間及提要別：九十六學年度第二學期碩士學位論文提要

研究生：廖婉忖

指導教授：楊濱燦

論文提要內容：

過去研究證實組織認同會影響服務導向組織公民行為的展現。本研究以組織認同為自變項，以服務導向組織公民行為為依變項，並透過雇用身分為干擾變項，以深入探討這些變項之間的關係。

本研究以飯店做為服務業之抽樣對象的代表，並藉由立意抽樣方式發放問卷，有效問卷回收了 340 份；透過階層迴歸探討組織認同對服務導向組織公民行為之關係；以共變數分析探討不同雇用身分之干擾情形下，對組織認同與服務導向組織公民行為的差異情形。分析結果顯示，組織認同對服務導向組織公民行為確實有顯著的影響，且雇用身分確實存在干擾效果。最後，本研究根據研究結果，針對管理實務以及後續學術研究方面提出相關建議的說明。

關鍵字：組織認同(organizational identification)，雇用身份(work status)，服務導向組織公民行為(service-oriented organizational citizenship behavior)

A Study of Organizational Identification, Work Status, and
Service-Oriented Organizational Citizenship Behavior

Student: Wan-Tsun, Liao

Advisor: Prof. Bin-Tsann, Yang

Chinese Culture University

A B S T R A C T

The previous research has confirmed that organizational identification actually affects service-oriented organizational citizenship behavior. This research uses organizational identification as independent variable, service-oriented organizational citizenship as dependent variable to explore the relationships between them. Through the moderate function on work status, we can clarify further the relationships on these variables.

This research uses hotel as the represented samples of service industry, and uses determined sampling for full-time and part-time workers as samples. The results come to 340 effective samples and support the hypotheses by the hierarchical regression analysis and ANCOVA. The results reveal that organizational identification actually affect service- oriented organizational citizenship behavior, and work status will affect the relationship. Finally, the research provides several suggestions for management and academic research.

Key Words: organizational identification, work status, service-oriented organizational citizenship behavior

