ABSTRACT
This study is aimed to investigate the relationship and to discover the influence between Surface acting, Deep acting, Guanxi, Work-Family conflict, and Family-Work conflict of insurance employees. 509 effective surveys of this research were provided to the insurance employees in Taoyuan area, and the real results are as follows:
1. Surface acting and Work-Family conflict have a significant positive influence.
2. Surface acting and Family-Work conflict have a significant positive influence.
3. Deep acting and Work-Family conflict have a significant negative influence.
4. Deep acting and Family-Work conflict do not have a significant negative influence.
5. Surface acting and Guanxi have a significant negative influence.
6. Deep acting and Guanxi have a significant positive influence.
7. Guanxi and Work-Family conflict have a significant negative influence.
8. Guanxi and Family-Work conflict have a significant negative influence.
9. Guanxi does not mediate the effects among Surface acting and Work-Family conflict.
10. Guanxi does not mediate the effects of Surface acting and Family-Work conflict.
11. Guanxi was found to have partially mediating effects between Deep acting and Work-Family conflict.
12. Guanxi was found to have absolutely mediating effects between Deep acting and Family-Work conflict.

Keywords: Surface acting, Deep acting, Guanxi, Work-Family conflict, Family-Work conflict.


