

A Study on the Relationships among Job Enjoyment, Organizational Support and Emotional Labor of the Public Relation Pers

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ABSTRACT

The purposes of this study were to realize how the college public relation workers in Taiwan feel about their job enjoyment, organizational support and emotional labor and the interrelationship among these factors. It was carried out by surveying all the staff members responsible for public relation in the domestic colleges. Questionnaires were sent to 208 objects with 122 returns. All returns were effective samples and thus the recovery rate was 58.65%. Important results were as follows. Public relation personnel in college had 'high' emotional labor. Personal background of these people had no significant effect on their emotional labor. For the relationship between job enjoyment and components of emotional labor, job enjoyment was positively correlated with both deep acting and expression of naturally felt emotion but not surface acting. Analyzing the effect of organizational support on the components of emotional labor by simple linear regression suggested that it had positive effect on deep acting and expression of naturally felt emotions. However, further analysis of the modifying effect of organizational support to job enjoyment on components of emotional labor by hierarchical regression indicated that it had only strengthen effect on deep acting but did not have any significant effect on expression of naturally felt emotions.

Keywords : job enjoyment、organizational support、emotional labor、surface acting、deep acting、expression of naturally felt emotions

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