Perceived organizational support and service-oriented organizational citizenship behavior : The mode

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ABSTRACT

Base on the concept of social exchange theory and role theory, this study discusses the process in which perceived organizational support lead to service-oriented organizational citizenship behavior in service organizational settings. This study also examines multilevel relationship in moderating process of high- performance human resource practices between perceived organizational support and service-oriented organizational citizenship behavior. The research objective in this study is Tainan post company in southern Taiwan. Sample data from 40 branches will be collected at three points in time from employees and their supervisors. In this study constructs with two sources(e.g., contact employees rated their perceived organizational support in T1, and service-oriented organizational citizenship behavior in T3, while supervisors rated high-performance human resource practices in T2) will be measured in order to reduce the possibility of same source bias. Hierarchical linear modeling will be used to test the hypotheses. The results showed that organizational support perceived by contact counter employees lead to service-oriented organizational citizenship behavior in terms of service delivery, loyalty and participation While high-performance human resource practices are valued by the post branch, these management practices strengthens the relationship between organizational support perceived by contact counter employees and service-oriented organizational citizenship behavior (service delivery, loyalty and participation). Based on the findings, some managerial implications and suggestions for further research will be proposed.

Keywords : perceived organizational support service-oriented organizational citizenship behavior high-performance human resource practices

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