

A multilevel investigation of factors influencing organizational citizenship behaviour : 以跨國企業員工為例

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ABSTRACT

This multilevel study examined the effect of individual ethical ideology, group ethical ideology on organizational citizenship behavior, the moderator effect of corporate ethical values and masculinity between group ideology and organizational citizenship behavior. This study used a sample from employees of multinational enterprises, we used Hierarchical Linear Model to examine our hypothesis. Results indicated that with the exception of group relativism on organizational citizenship behavior and the moderator effect of masculinity between group idealism and organizational citizenship behavior, all our hypothesized relationships were supported. Finally, the implications of these findings for academic, management practice, research limitations and future research are discussed.

Keywords : individual ethical ideology、group ethical ideology、corporate ethical values、masculinity、organizational citizenship behavior

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