

# A study of the relationships among transnational corporation's employee organizational identification, emotional labor

江淑智、楊豐華, 鍾育明

E-mail: 352413@mail.dyu.edu.tw

## ABSTRACT

Organizational identification has a significant influence on employees' performance. Therefore, it has been regarded as a principle for evaluating individual's involvement toward their career. In recent years, a great deal of corporations have proposed some strategies for making the organization more competitive, such as reinventing or streamline. So far, however, there has been little discussion about the identification toward an organization. Under the circumstance, increasing the identification toward the corporation is worth attention and will make the job more efficiency. Moreover, several less positive impacts such as trust in organization, the decrease in job involvement will result from the lower identification toward a specific organization. Thus, the purpose of this research is to explore the relationship between organization identification, emotional labor (surface acting and deep acting) and emotional exhaustion in front-line employees. For this study, questionnaire was prepared. Those who were involved in the research were made anonymous. Participants were recruited from the front-line staffs who will interact with customers directly. In this paper, the initial sample consisted of 418 employees. Of the study population, 392 subjects completed and returned the questionnaire. Among those participants, the response rate was 93.8%. The results were indicated as follows: 1. There was a significant negative correlation between organizational identification and emotional exhaustion. 2. A positive correlation was found between organizational identification and surface acting, while the association with deep acting was negative. 3. Strong correlation was found between emotional exhaustion and surface acting, in contrast, there was no significant relation with emotional exhaustion and deep acting. 4. Surface acting resulted in organizational identification and emotional exhaustion. It caused mediated effect. By contrast, when deep acting was conducted with organizational identification and emotional exhaustion, no mediated effect was arose.

Keywords : Emotional Labor、 Organizational Identification、 Emotional Exhaustion

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