

科技業無薪假事件內部危機溝通之研究

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摘要

本研究以科技業無薪假事件做為研究目標，探討不同的溝通管道以及不同的危機反應策略對危機溝通效果的影響，運用實驗法操作（三種溝通管道）X（四種危機反應策略）後，設計出十二種情境來探討組織在進行內部危機溝通時，應當使用何種溝通管道以及危機反應策略較為合適，另外探討危機溝通效果中的信任變項對於其他危機溝通效果變項，關係承諾、生氣、恐懼以及留任意願四個變項的中介效果。研究結果顯示：以溝通管道而言，「高階主管說明會」的溝通效果比「主管一對一」與「Email+公告」好，而對於危機反應策略，企業在使用「修正行動」策略，比起企業使用「否認」策略，能夠取得更佳的溝通效果。研究結果也驗證了信任的確會在其他的危機溝通效果變項中扮演中介角色，由此可知，企業在平常時，能夠多付出一些心力來建立與員工之間的信任感，那麼當組織面臨危機時，在過去與員工所建立的信任感就可以協助企業緩和所造成的傷害。

關鍵詞：無薪假，溝通管道，危機反應策略，危機溝通效果

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