RESEARCH ON THE LEADERSHIP OF COACH   PLAYER'S SATISFACTION AND ORANGANIZATION COMMITMENT FOR THE PROFESSIONAL BASEBALL

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ABSTRACT

THIS RESEARCH ANALYSES REALATIONS BETWEEN THE PROFESSIONAL BASEBALL COACHES'S LEADERSHIP ,PLAYERS'SATISFACTION AND ORANGIZATION COMMITMENT,AS WELL AS COMPARES DIFFERENCES AS THESE ELEMENTS CHANGE. THE RESEARCH TARGETS ARE THE 160 LOCAL PLAYERS FROM CHINESE PROFESSIONAL BASEBALL LEAGUE AND THE TAIWAN MARJOR LEAGUE.THE RESEARCH MEASURED "COACHES' LEADERSHIP " ,"PLAYERS' SATIS -FACTION" AND "PLAYERS'ORANGIZATION COMMITMENT" BY WAY OF A QUESTIONNAIRE FILLED IN BY THE 160 BASEBALL PLAYERS.BY STATISTIC ANALYSIS INCLUDING REIABILITY ANALYSIS, FACTOR ANALYSIS, T TEST ,CANONICAL CORRRELATION AND CLUSTER ANALYSIS, THE RESULTS INDICATE THE FOLLOWING: THE COACHES'S TRANSFORMATION LEADERSHIP AFFECTS PLAYERS' ORANGIZATION COMMITMENT .THE MO -RE A COACH SHOWED UNDERSTANDING AND PATIENCE,VISION AND MOTIVATION ,AND ENCOURAGED ACHIEV -EMENT , DEDICATION AND SUPPORT, THE HIGHER THE PLAYERS SHOW COMMITMENT TO THE ORANGIZATION. THE COACHES' TRANSFORMATION LEADERSHIP ALSO PLAYED A VERY IMPORTANT PART IN THE PLAYERS' SATISFACTION. THE PLAYERS' SATISFACTION IS RELATIVE TO THEIR COMMITMENT TO THE ORANGIZATION.THE RESEAR -CH RESULT INDICATE THAT THE MORE SATISFIED THE PLAYER,THE MORE "LOYALTY","FOREVER BELIF", "RECOGNITION TO THE CAREER",AND "TEACHING EILLINGNESS " CAN BE FOUND FROM THEM. ACCORDING TO THE ABOVE RESEARCH CONCLUSION,THIS THESIS OFFERS CONCRETE SUGGESTIONS AS TO COACH LEADERSHIP AND FURTHER DEVELOPMENT IN THIS FILED.

K eywords: TRANSFORMATION LEADERSHIP   PLAYERS'SATISFACTION   ORANGIZATION COMMIMENT

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