

The Study on the Work Values Affectional Taiwanese Enterprises in Mainland China Organizational Citizenship Behavior

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ABSTRACT

Since the Economy Reform and Open Policy had been introduced by China government in 1978, the foreign capital has been enthusiastic gestured. Also because the environment of the Taiwan's investment has changed and the political situation has slow down in cross-strait that having Taiwan enterprises to invest in mainland increasingly. The human is an axis of the competition in enterprises, and it's also the most important factor in investing mainland. Organization Citizenship Behavior is a kind of employees' external behavior and before there is no regulation and reward in formal organization, it can effectively improve the efficiency and the function in organization. This study collects empirical data from dispatched personnel to mainland by Taiwan enterprise. The only version is for dispatched Chinese employee to mainland in Taiwan electronics industry with each of 500 questionnaires were mailed. Then certifying the work value of Chinese employee how it influence the OCB, and helping investment in mainland. The conclusion of this study as follow: 1. Most Chinese dispatched employee are university graduated and unmarried male, it's dispatched for 1—2 years and mostly age in 21—30, signed for basic level in the enterprise. 2. This study discovered the relationship between OCB and individual person attribute. The conclusion show apparently relationship to each factor of OCB but the employees' education level. 3. The employee who has religious belief shows apparently influence to self—demand, serving—others and well—responsibility but the organization's identification. In comparison to someone who without the experience of dispatched, and the conclusion only show the relationship in organization's identification but the others. 4. The two major factor of the Work Value, the internal value and the external value, apparently show influence to "self—demand", "serving—others", "organization's identification", "well—responsibility" and whole OCB. 5. One determinative factor of OCB is internal value, and by stimulating it from external value that the related values: free, happiness, self—respect, honesty, obeys, fair, can continually adjusted each importance for employee then forming the determined consciousness. So, we can conclude that values is important to OCB research.

Keywords: Work Value; Organization Citizenship Behavior

Table of Contents

目錄 封面內頁 簽名頁 授權書	iii	中文摘要	v	英文摘要	...	
vii 誌謝	ix	目錄	x	圖目錄	...	
xiii 表目錄	xiv	第一章 緒論	1.1 研究背景	
1 1.2 研究動機	3	1.3 研究目的	4	1.4 研究程序	5	
5 1.5 研究限制與前提序	8	1.6 研究範圍	
8 第二章 文獻探討	2.1 國際人力資源管理	10	2.2 組織公民行為理論	
12 2.3 組織公民行為相關研究	13	2.4 組織公民行為之構面	15	2.5 工作價值觀的探討	16	
16 2.6 工作價值觀與組織公民行為之關係	21	第三章 研究方法與設計	3.1 研究架構	23	3.2 研究假設	24
24 3.3 操作型定義	27	3.4 資料分析方式	26	3.5 變數的衡量	27	
3.6 修訂研究架構	31	3.7 假設問項重新修訂	32	3.8 樣本與資料蒐集	...	
33 第四章 研究結果與討論	4.1 樣本資料及各項研究變項描述性統計分析	35	4.2 台籍員工個人屬性對組織公民行為之影響	42	4.3 工作價值觀對組織公民行為有顯著影響	49
49 4.4 假設驗證	65	第五章 結論	5.1 結論	67	5.2 建議	69
69 參考文獻 一、中文部分	71	二、英文部分	74	附錄一	...	
82 附錄二	90	圖目錄	圖1-1 研究程序	
6 圖3-1 概念性架構	23	圖3-2 操作型架構	
32 表目錄	表1-1 研究範圍	10	表3-1 組織公民行為問卷	
28 表3-2 KMO 與 Bartlett 檢定	82	表3-3 轉軸後的成分矩陣	
83 表3-4 因素一信度	84	表3-5 因素二信度	

..... 85	表3-6因素三信度.....	86	表3-7因素四信度.....
..... 87	表3-8工作價值觀修訂後之題項.....	31	表3-9內在價值信度.....
..... 88	表3-10外在價值信度.....	89	表4-1台籍員工性別分布表.....
..... 35	表4-2台籍員工年齡分布表.....	36	表4-3台籍員工教育程度分布表.....
..... 37	表4-4台籍員工婚姻分布表.....	37	表4-5台籍員工宗教信仰分布表.....
..... 38	表4-6台籍員工外派時間分布表.....	39	表4-7台籍員工外派職位分布表.....
..... 39	表4-8台籍員工外派經驗分布表.....	40	表4-9工作價值觀各構面之平均數與標準差.....
..... 41	表4-10組織公民行為各構面之平均數與標準差.....	41	表4-11台籍員工性別與組織公民行為的 t 檢定.....
..... 42	表4-12 台籍員工年齡與組織公民行為的變異數分析.....	43	表4-13台籍員工婚姻與組織公民行為t 檢定.....
..... 44	表4-14台籍員工宗教信仰與組織公民行為t 檢定.....	45	表4-15 台籍員工外派時間與組織公民行為變異數分析.....
..... 45	表4-16 台籍員工職位與組織公民行為變異數分析.....	48	表4-17 台籍員工外派經驗與組織公民行為變異數分析.....
..... 49	表4-18 內在價值對自我要求之變異數分析.....	50	表4-19 內在價值對自我要求之模式摘要及迴歸係數.....
..... 50	表4-20 內在價值對服務利他之變異數分析.....	51	表4-21 內在價值對服務利他之模式摘要及迴歸係數.....
..... 51	表4-22 內在價值對認同組織之變異數分析.....	52	表4-23 內在價值對認同組織之模式摘要及迴歸係數.....
..... 53	表4-24 內在價值對敬業守法之變異數分析.....	53	表4-25 內在價值對敬業守法之模式摘要及迴歸係數.....
..... 54	表4-26 內在價值對組織公民行為之變異數分析.....	55	表4-27 內在價值對組織公民行為之模式摘要及迴歸係數.....
..... 55	表4-28 「外在價值」對「自我要求」之變異數分析.....	56	表4-29 「外在價值」對「自我要求」之模式摘要及迴歸係數.....
..... 56	表4-30 外在價值對服務利他之變異數分析.....	57	表4-31 外在價值對服務利他之模式摘要及迴歸係數.....
..... 57	表4-32 「外在價值」對「認同組織」之變異數分析.....	58	表4-33 「外在價值」對「認同組織」之模式摘要及迴歸係數.....
..... 58	表4-34 「外在價值」對「敬業守法」之變異數分析.....	60	表4-35 「外在價值」對「敬業守法」之模式摘要及迴歸係數.....
..... 60	表4-36 「外在價值」對「組織公民行為」變異數分析.....	61	表4-37外在價值對組織公民行為之模式摘要及迴歸係數.....
..... 61	表4-38工作價值對組織公民行為整體之變異數分析.....	62	表4-39工作價值對組織公民行為整體之模式摘要及迴歸係數.....
..... 62	表4-40內外價值對組織公民行為變異數分析.....	63	表4-41內外價值對組織公民行為模式摘要及迴歸係數.....
..... 63	表4-42排除的變數.....	65	表4-43假設內容及檢定結果.....
..... 64		65	

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