

A Study on The Linkage Between Job Motive and Style When Working in China After The Air-Force Pilots Retired

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ABSTRACT

ABSTRACT Continental Airlines positively opens to recruit Taiwan pilots that will influence Taiwan flight market or cause the effect of running off of flight professional. It is a very worth topic for discussion. This research is proceeded with qualitative analysis by theory frame. Through the related factor of working motivation of pilots progresses thorough case interviews, in addition to the factor of economic reward, environment, self-actualizing etc. to reason out such as the psychological factor and essence cost to substitute for psychological distance and essence cost-effective, then to probe into the working motivation. It is better to interpret the constructs. Secondly find, because of the unknown of China flight market, it must work up them from individual behavior of working translate into collective behavior of working, in order to increase the negotiation counters and the probability of success On the side, Taiwanese pilots who go to China for working only choose to fly. The main reason is that they confirm only to use their flight technical expertise and to combine work with interest and dignity, and then will make them be like to drive a light carriage on a familiar road. To take a broad view and analysis, the main reason of that Taiwanese pilots transfer to China for working is that they feel uncertain and the threat of crisis in present Taiwan flight market and future development. They only want to fully use their originally special skill while being young and seek to work more steadily for maintaining high-quality life. China possesses with same language, race, and customs and near distance, and huge market demand and optimistic outlook. All of those are important motivation for they leave for China. In case of working pressure and unstable crisis awareness, they will seek help through special channel, and collect the relevant information and preparation, advantage terms of tending to with the homotype aircraft, language and culture, and their experienced etc. ant then succeed in entering China flight market for working. Professional technique elite in fact are the core competitiveness of organizations. This research only offers case analysis result and consultation and explores the question of drain of Taiwanese pilots; scholar can carry on again relevant research future, in order to attain more comprehensive.

Keywords : Pilots ; China ; Working Motivation ; behavior of working ; Pattern of working

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