The Investigation of Military Organization Image Establishment, the Community Relations and the Military and …

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ABSTRACT

Achieving military missions to effectively nurture and maintain fighting capability and fulfill overall functioning role of national defense remains primary purpose for the existence of all military organizations. Adopting cooperative attitude based upon equality, reciprocity, and sharing, military organizations can achieve harmonious relationship of accreting and sharing with neighboring civil communities. By converting each individual and group within an organization into a cohesive one bonded by common ground and shared interest, we can facilitate the effectiveness of organization image building so as to lay solid foundation of modernization and institutionalization development for ROC Armed Forces. This paper utilized research methodology of descriptive statistics with various tests conducted to analyze and test the reliability, validity, and Pearson's coefficiency factor. The empirical results of this research are as follows: 1. Based on the test result, no significant evidence of association existed between variables of " Community Relationship" and " Military Organization Image". It demonstrated that association between " Sense of Recognition" and "Organizational image" is non positive. Conversely, test result concerning variable of " Media Relationship" can be substantiated, which suggested that test result concerning variables of " Community Relationship" and " Military Organization Image" could be partially substantiated. 2. Test result demonstrated that association between variables of " Community Relation" and " Civil-Military Trust" could be substantiated statistically and test result suggested that association between two variables aforementioned is a positive one. 3. Test result demonstrated that association between variables of " Military Organization Image" and " Civil-Military Trust" could be substantiated statistically and test result suggested that association between two variables aforementioned is a positive one. 4. Test result concerning association among variables of " Community Relation" ," Military Organization Image ",and" Civil-Military Trust" showed that two out of three variables can be satisfactorily substantiated, while one out of three variables can only be partially substantiated. Overall test results confirmed that association among" Community Relation" ," Military Organization Image", and" Civil-Military Trust" can be substantiated. Test results aforementioned bear significant and profound influence on " trust" ," Management", and " Inter-personal Relationship". Even though the factor of " Trust" is seldom included in most cases dealing with organizational management, the fact that " Trust" serves the pivotal function influencing organizational decision-making efficiency and organizational effectiveness can never be overstated. Establishing and subsequent sustaining of " Civil-Military Relationship" is a task that requires full-spectrum effort. We, as the military organizations, shall start up with accurate conceptualization while avoid the pitfalls of side-taking and parochialism to aggressively pursue and fulfill all required initiative and responsibility in pursuing day-to-day effort of wining heart and securing trust from our civilian counterpart.

Keywords : Image, Community, Community Relationship, Trust

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