

The Influence of Manager's Leadership Styles on Organizational Identification of New Generation Cohorts

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ABSTRACT

This research organizes the part in view of the new generation worker in office field in which approves, makes the comprehensive discussion, understood between the responsible and the new generation worker's difference, then puts forward the proposal to enterprise's leadership supervisory work, expected can help the domestic enterprise to be in charge of knew on seven grades generations work race group in office field is loyal regarding the organization, leaves job the feeling and implicates the feeling the part, causes the new generation workers to develop its synthesis effect in the efficiency. Therefore this research wants to achieve following three goals: 1. Discusses the manager to lead the style to the new generation worker's influence organization approval: 2. Discussion population statistic variable to influence organization approval; 3. Expected the affiliation gives the manager result of by the this research discussion in the leadership the reference. The findings are listed below: Transformational leadership style have significant positive correlation with organizational identification of new generation cohorts. Transactional leadership style have significant positive correlation with organizational identification of new generation cohorts. Gender and marriage status do not affect the organizational identification of new generation cohorts.

Keywords : new generation cohorts ; leadership styles ; organizational identification

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