

The Impact of Teacher ' s Brand Awareness on Organizational Climate : A Case Study of an Elementary School in Changhua

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ABSTRACT

The changes of the society and opening of education enable the parents to have more chances to select the teacher for one's own child. Parents ask about, visit the teacher's image and public praise everywhere for selecting the teacher, just like selecting the goods carefully on the market. Cause the teacher's brand awareness coming up gradually. This research regards nine literary composition surfaces of the organizational climate as the structure. Adopting the qualitative case study, this paper attempts to understand the impact of teacher's brand awareness on organizational climate. The result of study shows teacher's brand awareness have the oposite and negative influence respectively on organizational climate. The oposite influence respectively: urge the teacher hard upwards, activate the institutional framework, teachers are serious, strengthen work performance, according with the economic efficiency, promote the progress, it remains unchanged, condense the school's and teacher's goal, the high popularity brand teacher's high approval degree. The negative influence respectively: give up the ideal, dictatorship, no longer happy to teach, rewards and punishments is not just and objectively, monopoly of support, destruction of the the inside harmony, injures each other's friendly, strangle the teacher's ideal and standard,high flowing rate. Finally, implications for theory and practice are presented.

Keywords : teacher ; brand ; organizational climate

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