

求職者主要認同、薪資政策與家庭友善政策之相關性研究

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摘要

本研究為探討求職者主要認同、薪資政策與家庭友善政策之相關性研究。本研究正式施測發放問卷1000份，以滾雪球方式進行問卷調查，回收問卷中經剔除填答不完整者，實得有效問卷735份，有效回收率73.5%。研究結果顯示：(1)組織對於一個求職者而言提供一個彈性的職涯路徑比傳統的職涯路徑將更具吸引力。(2)職涯路徑對於求職行為的影響，會受到個人主要認同的調節 - 個人主要認同的差異會影響其對職涯的選擇。(3)職涯路徑對於求職行為的影響，不會受到薪資政策的調節；亦即不論在何種職涯路徑下，薪資水準的高低，對求職吸引力並無顯著的解釋力。(4)職涯路徑對於求職行為的影響，會受到個人主要認同與薪資政策的調節。本研究貢獻在於建議企業可藉由提供彈性的職涯路徑以吸引更多求職者的青睞。其次，研究結果亦支持個人主要認同的差異會影響求職者對其職涯的選擇，組織若能了解個人主要認同的差異，便可針對個人認同的差異對其提供不同的職涯路徑，藉以吸引優秀人才增加企業競爭力。因此，企業不須一味以高薪來吸引理想的求職者，而應考量現今勞動者之需求，提供能製造勞資雙贏的招募政策。

關鍵詞：家庭友善政策、彈性職涯、個人主要認同

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