

# 人力資源暨公共關係學系碩士在職專班

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## ABSTRACT

This study have explored the relations among career seeker ' s salient identify, entrepreneur compensation policy and family friendly policies. The researcher distributed 1000 copies of questionnaires and asked employees to provide necessary information. 735 questionnaires were available and the return rate was 73.5%. Our findings can be summarized as follows:(1) Job attraction is significantly influenced by organizational career paths and policies. All categories of participants examined in the study show an attraction to organizations with flexible career paths and policies.(2) Individuals with a salient “ family identity ” will be most attracted to organizations with flexible paths and policies; secondly, with a “ balance identity ” will be taken as the second place, and mean while with a “ career identity ” will be the final. Furthermore, individuals with a salient “ career identity ” will be most attracted to organizations with traditional career paths and policies; with a “ balance identity ” will be regarded as the second factor; with a “ family identity ” will be the last one.(3) Salary was not significantly related to job attraction. The main contribution of this research is to suggest that the organization may provide flexible career paths and policies in order to attract to more career seekers. Secondly, these results also Take care, the value of salient identify as an individual difference that influences career decisions. In other words, if recognizing salient identity as an individual difference, the organization can provide different career paths based on salient identity for the purpose of attracting to the talent applicants and enhancing entrepreneur competitiveness. Therefore, entrepreneurs should take the demands of employees into the consideration instead of offering high payments

Keywords : family-friendly policy、 flexible career paths flexible career paths、 salient identity

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