

The Studies of the Overseas Subsidiary Employee ' s Source of Work Pressure, Affective Commitment and the Ways of Respons

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ABSTRACT

In recent years, different industries have been affected by global financial crisis, and rapid changes have been made. The prevalence of reforms in businesses results in the invisible pressure among employees and the risk of affecting staff performances. Therefore, this issue is widely concerned. In addition, as shipping ' s being a service in-dustry and the changes in the demand for global trading. In view of this, the research takes the staff of W as subject testing a total of 340 respondents to discuss the impact of the work pressure of overseas subsidiary employees on coping strategies. Meanwhile, the research also discusses work pressure and coping strategies when affective com-mitment is taken as a medium.

The result shows that staff in overseas subsidiaries is task oriented and emotional oriented as a result of role ambiguity. They are more emotional oriented because of job anxiety. Foreign employees don ' t show obvious coping strategies in response to their workload. Overseas subsidiary employees show lower affective commitment to the or-ganization and their centripetal force is poorer than the domestic staff, which shows that the affective commitment to the organization is slightly unrelated to coping strategies. Finally, role ambiguity, workload and coping strategy of work pressure show a positive correlation among the overseas subsidiary employees and domestic staff, which shows that the shipping industry is affected by international economy. The three links bring role ambiguity and workload problems to the staff. Besides, there isn ' t a signifi-cant relationship to staff ' s job conflict and job anxiety, which means the individual is asked to play and his or her own role and the value is more in line with the company ' s.

Keywords : source of work pressure、 affective commitment、 coping

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