

外派人員組織社會化程度、工作滿意度與離職傾向關係之研究：以全興跨國企業為例

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摘要

台灣在零組件製造的品質方面已普遍受到國際肯定，相對地，在國際市場的地位也日趨重要，為了提升競爭力，許多台灣汽車零組件業者，紛紛在大陸設廠，設立子公司，因此在國際人力資源管理方面，企業外派人員的需求日趨增加。台灣汽車、機車廠幾乎都為全興工業公司的客戶，其汽車零組件銷售至大陸、日本、美國、墨西哥等國家，是台灣目前汽車零組件業最大的內飾件廠。本研究的研究問題是如何有效管理外派人員，使其增加外派成功率，當子公司外派人員社會化後，也許會增加工作滿意度，進而降低離職意願。一些學者認為組織社會化較低程度，工作滿意度也會降低；許多學者也認為工作滿意度越高，離職意願會較低。綜合上述，本研究以工作滿意度為中介變數，試圖發掘與組織社會化及離職意願之關係且以此為研究目的。統計分析方法採用次數分配、ANOVA 分析、相關分析及迴歸分析。以全興企業外派人員為調查對象，以問卷方式共發放43份。25家子公司回覆問卷，有效樣本為34份，回收率達79%。分析結果發現，外派人員組織社會化程度各構面對於內在工作滿意度皆有顯著差異，外派人員工作滿意度的不同對於離職傾向具有顯著影響性。根據研究結果，期以作為實務界策略之方向。

關鍵詞：組織社會化程度、工作滿意度、離職意願

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