

The Research of Organizational Socialization, Job Satisfaction and Turnover Intention – The Study Case of GSK

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ABSTRACT

The quality of car components that Taiwan makes has already widespread been subjected to international affirmation, relatively, the position in international market is also gradually important. For promoting competition ability, many Taiwanese car component companies establish subsidiary ones in the mainland. Therefore, in the international human resource management, the enterprise dispatched personnel 's needs gradually increase. Most Taiwanese car and motorcycle factories are GSK 's clients, its car components sell to nations, such as mainland, Japan, the United States and Mexico etc., the biggest decoration piece of car components factory. The research problem of this paper is how to effectively manage dispatched personnel and to be successful. As expatriates are socialized in subsidiaries, they may be brought more job satisfaction. And it might cause lower turnover intention. Some authors report that less organizational socialization might make less job satisfaction. And Many scholars report that more job satisfaction might make lower turnover intention. In summary, this research suppose job satisfaction is a intermediate variable and try to explore others relationship of organizational socialization and turnover intention. The purpose of this paper is to explore their relationship. An analytical approach of methodology is applied by frequency distribution, anova, pearson and regression analysis. The data is composed of GSK 's expatriates and is collected by 34 questionnaires. Of all samples, 25 different subsidiary companies responded questionnaires. Completed vi questionnaires were returned by 34 contact-employees (79% response rate). Finally, the results indicate that organizational socialization is positively related to internal job satisfaction. And job satisfaction is positively related to turnover intention. The contribution of this paper is to be a direction of business strategic.

Keywords : organizational socialization , job satisfaction , turnover intention

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