A Study of Staff Type, Communication Strategies and Relationship Quality

E-mail: 9806528@ mail.dyu.edu.tw

ABSTRACT

This study focuses on the relations among types of staff, communication strategies and relationship quality. It also explores whether the types of staff (based on their involvement) induce any interference between communication strategies and relationship quality. The method of the research utilizes dual questionnaires whose target of sampling is life insurance personnel. Each set of questionnaires contains three subsets: one for supervisors and the other two for staff. The result of the survey indicates: First, there is a correlation between communication strategies and staff relationship quality. Second, there is significant divergence on the cognition between supervisors and staff. Third, communication strategies have an impact on relationship quality. Fourth, the degree of involvement has partial interference with "communication strategies and the quality of staff". Fifth, the degree of involvement induces interference between social activities and staff relationship quality. Sixth, the degree of involvement also has interference between reciprocal communication and the relationship quality of highly-effective staff. Seventh, the degree of involvement at the same time leads to interference between interpersonal communication and the relationship quality of lowly-effective staff

Keywords : involvement   communication strategies   relationship quality

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                              (2007)   23   130-131   (2005)   SPSS
              :   (2001)   :   67   113-140
  (2000)   :   (2007)
  499   154-155   (2000)   LMX   (2001)
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