The Influence of Employee's Organizational Identification on Job Involvement of Multinational Enterprises

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ABSTRACT

Internationalizing business operation can be beneficial in gaining regional economies and experience curve, transferring unique competitive edge, and impacting the technology of worldwide subsidiaries. Employees in a multinational organization come from every place in the world; under the influence of different custom and culture of each country, it is worthwhile to explore further whether it will affect the employee identification with the organization and, thereby, even affect their devotion to their work. The objective of this study is to continue and expand the theoretical knowledge of employee Organizational Identification and Job Involvement to verify the relationship between the employee Organizational Identification and the Job Involvement and to identify the impact of National Culture. These results are used to investigate what kind of interference effect to employee Job Involvement will be induced when subjecting employee Organizational Identification under different National Culture. The nature of these relationships will be demonstrated empirically. The investigation of this study will be carried out through designing questionnaires, which will be supplemented with relevant literature to analyze actual scenarios. Full time employees in domestic and foreign private-own international companies are targeted for data collection; a total of 350 questionnaires are sent out and 264 questionnaires are recovered. Subtracting 64 incomplete questionnaires, there are a total of 200 valid questionnaires with a valid response rate of 57.1%. The study finds: in the survey sample, among these five sub-dimensions: the power distance within the National Cculture, individualism, masculinity, uncertainty avoidance, and long-term orientation, etc., only long term orientation has an interference effect to the relationship between Organizational Identification and Job Involvement that reaches significant level statistically. The interference effect of National Culture to the relationship between the Organizational Identification and the Job Involvement is not significant. Based on the findings in this study, their differences from the Hofstede scoring of the cultural dimension of each country are further explored in this study. The causes for these differences and their implications are explained and follow-up research and management applications are also proposed.

Keywords : organizational identification ; job involvement ; national culture

Table of Contents

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