

組織聲譽、企業社會責任、組織承諾、組織公平對組織 公民行為影響之研究

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摘 要

在新冠肺炎爆發的時代，許多企業放無薪假或裁員，許多企業員工為求自保，其可能不像過去一樣為企業盡心盡力，為了得知那些因素可在此不確定時代，亦能有效促使企業員工有高組織公民行為，本研究建構「員工組織公民行為影響因素分析模型」以分析各因素對員工「組織公民行為」的影響力，研究分析結果顯示，組織聲譽、企業社會責任、組織承諾、組織公平對企業員工「組織公民行為」皆有顯著影響力，企業應維持高組織聲譽、企業社會責任和提升考核組織公平性才能使其為企業無私奉獻。

關鍵詞：企業管理、組織聲譽、企業社會責任、組織承諾、組織公平、組織公民行為

Research about Impact of Organizational Reputation, Enterprise Social Responsibility, Organizational Commitment and Organizational Justice on Organizational Citizenship Behavior

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Abstract

In the era of COVID-19, many companies take unpaid holiday or layoffs. Many employees are seeking self-protection in this uncertain era. They may not do their best for the company as they did in the past period. In order to encourage corporate employees to have high organizational citizenship behavior, this study constructs an "employee organizational citizenship behavior influencing factor analysis model" to analyze the influence of each factor on employees' organizational citizenship behavior. The analysis results show that organizational reputation, corporate social responsibility, organizational commitment and organizational justice have a significant influence on corporate employees' organizational citizenship behavior. Companies should maintain a high organizational reputation, corporate social responsibility and improve organizational justice in assessments to make them selflessly contribute to company.

Keywords:enterprise management, organizational reputation, enterprise social responsibility, organizational commitment, organizational justice, organizational citizenship behavior

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