

建構工作意願模型分析中國躺平世代的年輕人管理策略

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摘 要

在當今時代，由於年輕人競爭激烈，付出與收入之間存在不成比例的關係，許多年輕人寧願過清貧的生活也不願意努力工作。

針對此問題，本研究建構了「年輕人工作意願影響因素模型」，該模型將分析哪些因素會影響年輕人的工作意願，本研究採用相關分析和迴歸分析來檢驗假設；實驗結果如下，對台灣年輕人來說，工作滿意度、組織承諾、組織公平性和從眾行為對台灣年輕人的工作意願產生影響；在大陸年輕人方面，工作滿意度、交易型領導和組織公平對中國大陸年輕人的工作意願有影響，最後，本研究針對台灣和大陸的企業提出各種管理策略。

關鍵詞：躺平運動；工作意願；人力資源管理

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Construct Work Willingness Model to Analyze Management Strategies of Young People in Lie-flat Movement

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Abstract

In today's era, many young people would rather lead a poor life than work hard due to fierce competition among young people and it exist disproportionate relationship between what they pay and what they earn. To deal with this problem, this research constructs "young people's work willingness affects factors model". This model will analyze what factors can affect young people's willingness to work. This study uses correlation analysis and regression analysis to test hypothesis. The experimental results show as follows. For Taiwanese young people, job satisfaction, organizational commitment, organizational fairness and conformity behavior have the influence on the work intention of young people in Taiwan. In terms of research, job satisfaction, transactional leadership and organizational fairness have an impact on the work intention of young people in mainland China. And then, various management strategies will be constructed for enterprises in Taiwan and mainland China.

Keywords: Lie-flat Movement Period; Work Willingness; Human Resource Management.

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