URN etd-0407109-183705-373
Author Ma Tzu Ching
Author's Email Address No Public.
Statistics This thesis had been viewed 39 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Research of the Relationship about Goal orientation,Organizational Citizenship Behaviors, Customer Orientation Behaviors and Job Performance－An Example of Financial Holding Company' s Financial Consultant
Date of Defense 0000-00-00
Page Count 134
Keyword
goal orientation
organizational citizenship behaviors
customer orientation behaviors
job performance

Abstract
The demand of managing people wealth is ardent day by day, it is important to make the service of wealth management in the financial holding companies increasingly. In practice the competition is fierce in the wealth management operation day by day , in order to occupy the market and sustain the advantage for the wealth management departemnt of the financial holding companies that the primary strategy is building and maintaining the relationship with customer. And the financial consultant play the key role. But in academy, from literature review found that none research point out the relationship about financial consultants' goal orientation, organizational behaviors and his job performance. Therefore, this research presents a conceptual framework for incorporating organizational behaviors as the mediating variable between people's goal orientation and his job performance.
The sample of this study has 118 financial consultants of financial holding companies. Many quantitative methods, including t-test, ANOVA, regression analysis, and LISREL analysis, and used to test the hypothesis of this research.
The major findings of this study are summarized as following: (1) Overall, the global model fit is acceptable. This empirical result supports the relationships among the market orientation, organizational learning, organizational innovations, and organizational performance. (2) Learning goal orientation has a positive impact on organizational citizenship behaviors and customer orientation behaviors. Learning goal orientation also has a positive impact on task performance and contextual performance. Furthermore, the total effect of learning goal orientation on task performance is greater than the total effect of learning goal orientation on contextual performance. (3) The direct effect of performance goal orientation on task performance and contextual is not statistically significant. However, performance goal orientation has a negative indirect impact on job performance by organizational citizenship behaviors. (4) Customer orientation behavior has a significant positive impact on organizational citizenship behavior statistically.
Advisory Committee - advisor

- advisor

Files No Any Full Text File.
Date of Submission 2006-07-21