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Abstract
It is a big challenge for domestic life insurance companies running after Taiwan joined WTO and quite a few financial holding companies establishing in recent years. Life insurance business is a kind of organization highly relies on the salesmen. If salesmen’s personality traits have good fit with his or her job attributes, also organization do have good compensation system to keep them; then employee ’s job satisfaction would be increasing, his or her organizational commitment would be enhancing, and the better performance would bring out. Therefore, this study wants to investigate the relatedness between the personality traits and compensation system based upon the personality traits and the organizational commitment. In addition, the perception of compensation system influence on S organizational commitment under the organizational justice interactions. This study also tries to integrate each variable’s relationship for understanding the degree of life insurance salesmen’s organizational commitment which influenced by the personality traits and the perception of compensation system. Thus, this study can be a reference for business recruiting newcomers, establish or re-planning the compensation system.
This study was conducted a survey by 670 questionnaires. The total effective questionnaire is 230. The study results are gained via the statistic analysis as following:
1. The personality’s friendliness, openness, and integrity have significant positive influence on organization commitment’s working willing. The personality’s openness and extroversion have significant positive influence on organization commitment’s organization centrality. The personality’s emotional sensitivity has significant negative influence on organization commitment’s working willingness.
2. The perceptions of compensation system’s reasonableness, competitiveness, motivation, and feedback have significant positive influence on organization commitment’s organization centrality and working willing.
3. The compensation system’s interactions of rational perception, motivational perception and distributive justice perception have interference effect on organization commitment’s organization centrality. The interactions of competitive perception, feedback perception and procedural interacting justice have interference effect on organization commitment’s working willing. The interaction of feedback perception and distributive justice has interference effect on organization commitment’s working willing.
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