

工作動機、組織承諾、工作壓力與企業文化之關聯性研究-以某TFT廠為例

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摘要

The group of the study were the direct and indirect employees of a liquid crystal display (LCD) company. The purpose of the study was to find the relationship of work motivation, organizational commitment, work pressure and Corporate Culture. The convenient sampling survey was adopted as the method of the study. Finally the 500 surveys have been conducted randomly, and the 412 was retrieved, 405 of which being valid. This made a recovery rate of 81.0%. As a result, we found self-actuality and social needs of work motivation had positive effects on organizational commitment.

And job remain, identification, and hard work of the organizational commitment had positive effects on work pressure. And the working control, psychological afford and social support had the positive relationship with Corporate Culture.

關鍵字：Work motivation, Organizational commitment, Work pressure, Corporate culture