

摘要

近年來由於經營環境和雇傭關係的變化，企業能否成功，很大的程度取決於企業是否與員工建立良好的雇傭關係。此外，隨著經濟的蓬勃發展，人們對於生活品質越來越重視，希望企業能夠「取之社會、用之社會」，企業因而紛紛投入資金落實企業社會責任。而企業要實踐企業社會責任，就需要員工的投入和協助。

當員工能夠感受到組織對他們的關心與重視，會對組織產生認同感，並對組織的企業社會責任實踐有所感知，進而提高其展現組織公民行為的意願。由於國內對於從員工角度出發、探討員工對企業實踐社會責任感知的相關研究較少，因此本研究欲探討組織員工在「組織支持知覺」、「組織認同」、「員工企業社會責任認知」、「組織公民行為」之關聯性，並以「組織認同」與「員工企業社會責任認知」為中介變項，探討「組織支持知覺」與「組織公民行為」之關係。

本研究以不限定產業之職場上的全職工作者為研究對象，採用問卷調查法，總共蒐集 285 份有效問卷。研究發現「組織支持知覺」對「組織公民行為」有顯著影響；「組織認同」對「組織公民行為」有顯著影響；「組織認同」對「組織支持知覺」與「組織公民行為」有完全中介效果；「員工企業社會責任認知」對「組織公民行為」有顯著影響；「員工企業社會責任認知」對「組織支持知覺」與「組織公民行為」有部分中介效果。

關鍵字：組織支持知覺、組織認同、員工企業社會責任認知、組織公民行為

ABSTRACT

In today's evolving business landscape, fostering positive employee relationships is crucial for a company's success. As societal emphasis on quality of life and corporate responsibility grows, companies are investing in corporate social responsibility. For effective corporate social responsibility implementation, employee engagement is necessary. When employees perceive organizational support and feel valued, they develop organizational identification, and enhance their perception of corporate social responsibility. The increased identification and the perception ultimately lead to higher organizational citizenship behavior.

As there is little research in the domestic context examines how employees perceive corporate social responsibility, this study investigates the relationships between perceived organizational support, organizational identification, employees' perception of corporate social responsibility, and organizational citizenship behavior. It also examines the mediating effect of organizational identification and employees' perception of corporate social responsibility in the relationship between perceived organizational support and organizational citizenship behavior.

This study took full-time employees in various industries as the research object, and collected a total of 285 valid questionnaires were completed. The results of this study are as following: (1) Perceived organizational support significantly impacts organizational citizenship behavior. (2) Organizational identification significantly impacts organizational citizenship behavior. (3) Organizational identification has a complete mediating effect between perceived organizational support and organizational citizenship behavior. (4) Employees' perception of corporate social responsibility significantly impacts organizational citizenship behavior. (5) Employees' perception of corporate social responsibility has a partial mediating effect between perceived organizational support and organizational citizenship behavior.

Keywords: Perceived Organizational Support, Organizational Identification, Employees' Perception of Corporate Social Responsibility, Organizational Citizenship Behavior