

ABSTRACT

TITLE: THE USE OF PRIDE AS A MOTIVATIONAL FACTOR TO STIMULATE AND CULTIVATE ORGANIZATIONAL COMMITMENT

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On the progression of emerging new concepts to construct organizational frameworks around, how to beneficially utilize pride and organizational commitment within the managerial approach is vital to nurture, enforce and maintain performance. Implementing an organizational environment that patronizes and endorses pride as a tangible instrument and asset is the fundament to achieve emotional and organizational commitment; nonetheless, few studies and researches are focused on the relationship between both dimensions. Applying the focus on pride as a managerial approach is a newly arising view onto organizational management. Hence, findings, proposed in researches and literature, sparsely pay regard to crucial aspects for a successful integration of pride and commitment into the organization. While organizational commitment is present in a vast number of scientific studies and teachings, little research is done on one of the strongest forces underlying this commitment – the sentiment of pride. This, for once, borders the general comprehension on whether employees come to engage in organizational commitment or display an indifferent attitude towards commitment to the organization. For another, it borders managers' capability to promote organizational commitment and inweave this concept into their leadership style. This paper aims to address the deficiency of lacking research in terms of the interconnections between the two primary variables and hence, to further insights

of the interrelation between pride in an organizational framework and commitment to the organization by examining the relationships between those variables. The identified findings accentuate the significance of employees' pride towards their organization as well as their work in regards to their held organizational commitment within three primary dimensions.

KEYWORDS: organizational pride; workplace pride; organizational commitment; motivation; management; emotional commitment; organizational psychology; organizational behaviour

