

**A STUDY OF EFFECT OF HOFSTED'S CULTURAL DIMENSIONS THEORY
ON EMPLOYEE LOYALTY:THE MEDIATING EFFECT ANALYSIS OF
ORGANIZATIONAL COMMITMENT**

ABSTRACT

Title: A Study of effect of hofstede's cultural dimensions theory on employee loyalty:the mediating effect analysis of organizational commitment

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In the final analysis, the competition among countries in the world is the competition of talents, and the competition among enterprises is also the case. How to make excellent employees identify with and be loyal to the enterprise and ultimately remain effective for the enterprise is particularly critical.

This article studies employee loyalty from the Hofstede's cultural dimensions theory and Organizational Commitment,and aims to provide some reference for multinational corporations to establish effective employment and retention mechanisms and policies in Asian regions.

In this paper, a questionnaire survey was used to survey 400 employees.Inspected the relationship between the Hofstede's cultural dimensions theory and Organizational Commitment and employee loyalty.This paper discusses the mediating effect of organizational commitment on the influence of Hofstede's cultural dimension theory on employee loyalty.Through empirical analysis, this paper draws the following conclusions:(1) Hofstede's theory of cultural dimensions has a positive effect on employee organizational commitment. Hofstede's five cultural dimension theories have a positive effect on employee organizational commitment. (2) Hofstede's cultural dimension theory has a positive effect on employee loyalty. (3) The employee's organizational commitment has a positive effect on employee loyalty.

(4) Organizational commitment plays a mediating role in Hofstede's cultural dimension theory and employee loyalty. (5) Highly-matched Hofstede's cultural dimension theory, through high-quality organizational commitment, can strengthen employee loyalty. (6) Hofstede's cultural dimension theory and employee organizational commitment may have dual effects on employees' corporate loyalty.

Keywords: Hofstede's cultural dimension theory; organizational commitment; employee loyalty; mediating effects

摘要

标题：霍夫斯泰德文化维度下人物性格对企业员工忠诚度的影响：员工企业认同感的中介效应研究

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世界各国之间的竞争是人才的竞争，企业之间的竞争也是如此。如何使优秀员工认同并忠于企业，最终对企业认同是尤为关键的。

本文从霍夫斯泰德的文化维度理论和组织承诺的角度对员工忠诚度进行了研究，旨在为跨国公司在亚洲地区建立有效的就业和留住机制和政策提供参考。

本文采用问卷调查法对 400 名员工进行了调查，考察了霍夫斯泰德文化维度理论与组织承诺和员工忠诚度的关系，探讨了组织承诺对霍夫斯泰德影响的中介作用。通过实证分析，得出以下结论：1.霍夫斯泰德的文化维度理论对员工组织承诺有正向影响。霍夫斯泰德的五种文化维度理论对员工组织承诺有正向影响。2.霍夫斯泰德的文化维度理论对员工忠诚度有正向影响。3.员工的组织承诺对员工忠诚度有正向影响。4.组织承诺在霍夫斯泰德的文化维度理论和员工忠诚度中起中介作用。5.高度匹配的霍夫斯泰德的文化维度理论，通过高质量的组织承诺，可以增强员工忠诚度。6.霍夫斯泰德的文化维度理论和员工组织承诺对员工忠诚度具有双重影响。

关键词：霍夫斯泰德的文化维度理论；组织承诺；员工忠诚度；中介效应；