

# 1.INTRODUCTION

## 1.1Research background

With the globalization of economy, China advocates the establishment of an Asian infrastructure investment bank. In an enterprise, more and more employees come from different cultural backgrounds and different countries. However, how to allow excellent employees to identify and be loyal to the company and eventually stay The issue of serving the enterprise has become increasingly important.(Meyer,1997) research shows that employees with higher emotional commitments are more likely to stay in their organizations.Employee loyalty is reflected in employees' recognition of corporate culture and environment. It is believed that the company will provide them with development opportunities and due material rewards, and devote themselves wholeheartedly to the work and integrate personal development into the development of the enterprise.

Hofstede's theoretical theory of cultural dimension theory is of great value to enterprises. The employee's organizational commitment is not to allow employees to identify with the company's performance and scale of the label, to recognize the conventional rules and regulations and rules of conduct, but from the heart and spirit of identity (or culture and value of identity). To establish a sense of identity is also good, corporate culture is also good, learning organization is also good, if the principle of economics to explain, is nothing more than greatly reduce the company's supervision costs, that is, everyone does not look at the face of superiors to do things, in accordance with the heart to Doing, then these guidelines are unified by the same values, you can achieve higher work efficiency, and bring benefits to the business. The more far-reaching significance is that it can open the source of strength and value in people's hearts. When Welch launched a revolutionary change for GE, he insisted that the hidden power in the human heart is endless, and what the company has to do is to start this force.

There are two main factors that affect employee loyalty: wages and benefits salary and organizational commitment. Organizational commitment is divided into emotional identity, dependent identity, and standardized identity. Wages and benefits Salaries and benefits are often calculated based on the previous year's profitability of the company and the cost and profit of the next year. It's hard to make a big difference. Therefore, improving corporate identity has become the goal pursued by every company. Improving employees' sense of corporate identity through correct and reasonable methods can greatly increase employee loyalty and reduce supervision costs.

Organizational commitments are divided into emotional identity, dependent identity, and standardized identity. (1) Affective Commitment. Mainly refers to how strong the employees are in supporting and participating in the company. (2) Continuance Commitment. Mainly refers to employees feel that it is necessary to stay in the enterprise; (3) Normative Commitment. Mainly refers to employees' sense of responsibility for corporate strategy and their various goals. However, in the actual situation, the emotional identity factor often determines the degree of feeling of the other two factors. In organizational behavior and industrial and organizational psychology, organizational commitment is an individual's psychological attachment to the organization. The basis behind many of these studies was to find ways to improve how workers feel about their jobs so that these workers would become more committed to their organizations. Organizational commitment predicts work variables such as turnover, organizational citizenship behavior, and job performance. Some of the factors such as role stress, empowerment, job insecurity and employability, and distribution of leadership have been shown to be connected to a worker's sense of organizational commitment.

Obviously, employee's emotional recognition of the company affects the employees' common mental and behavioral behavior. In the organization, if you feel that you are valued and engaged in the enterprise, you will feel comfortable, work hard, and actively participate in every strategic activity of the company; if you feel that you are not valued, your participation will be low, and your input will be reduced. Increase rewards or pass negative energy like people around, and even impede and destroy company's strategic activities.

To sum up, in an organization, the employees' cultural background and education background are different, and the employees' organizational commitment is also different. Under the joint effect of the two, how will the employee's employee loyalty change? How does Hofstede's theoretical theory of cultural dimension theory influence employees' loyalty to employees' various dimensions of organizational commitment? What are the effects of employee organizational commitment and its various dimensions on Hofstede's theoretical theory of cultural dimensions? All questions will be the focus of the author's research and writing this article.

## **1.2The significance research**

Based on reviewing and comparing relevant studies of organizational commitments in China and the West, this topic combines the specific situations in Southeast Asia, establishes the organizational commitment mechanism that influences employees' loyalty, and introduces employee commitments to the organization as Hofstede's theory of cultural dimensions. Employee loyalty intermediary variables. Theoretically, it helps to reveal the influence mechanism of Hofstede's cultural dimensions on employee loyalty in the Southeast Asian context, enrich Hofstede's research on the dimensions of culture and internal influence mechanism, and helps to confirm the cultural dimension of Hofstede. Employees' influence on employees' loyalty to various dimensions of corporate identity, and how employees interact with each dimension of organizational commitment on the dimensions of Hofstede and employee loyalty.

In practice, the first is to guide the leaders of Southeast Asian enterprises to identify their own behavioral effectiveness. While strengthening the cultural dimension of employees, Hofstede also pays attention to enhancing the corporate employees' sense of identity in order to enhance the employees' loyalty and enhance their organizational ownership. Sense, retain outstanding employees, improve employee performance, and reduce supervision costs. The second is that Hofstede's cultural dimension may have a double impact on employee loyalty. This reminds leaders that when a sense of employee organizational commitment is lacking, the positive impact of a good leader on the employee can make up for the sense of commitment of the lower employee organization. With negative effects, employees will work for good leaders. Even when employees are dissatisfied with leaders, good organizational commitments will make them willing to stay in the company. This research has expanded the tactical choices of improving employee loyalty to the company, mobilizing the enthusiasm of employees, and giving full play to their potential.

### **1.3 Research content**

The main research content of this study is as follows:

The first, from the social reality background, elicit problems, review the literature, study the opinions and conclusions drawn by previous people, and present their own theoretical models and research hypotheses.

The second, design questionnaires based on research hypotheses and theoretical models, issue and collect questionnaires, use SPSS software to analyze and process the

questionnaire data, and carry out confidence in the three dimensions of Hofstede's cultural dimensions, organizational commitment, and employee loyalty to the company. Validity analysis.

The third, Applying methods such as correlation analysis and regression analysis, discuss the positive prediction between Hofstede's cultural dimension and organizational commitment, organizational commitment and loyalty of employees, employee's identity with the company, and employee's loyalty to the company. Roles, as well as employee organizational commitments and their various dimensions in mediating effects between Hofstede's cultural dimensions and employee loyalty to the company, study the impact relationships and impact mechanisms between these three variables and their variables.

Last one, Based on the analysis and processing of the questionnaire data, we reached a conclusion to see whether it supported the hypothesis, then linked the actual results, extended the management implications so as to provide some reference for future management practices.

## **1.4 Research method and technical route**

### **1.4.1 Research method**

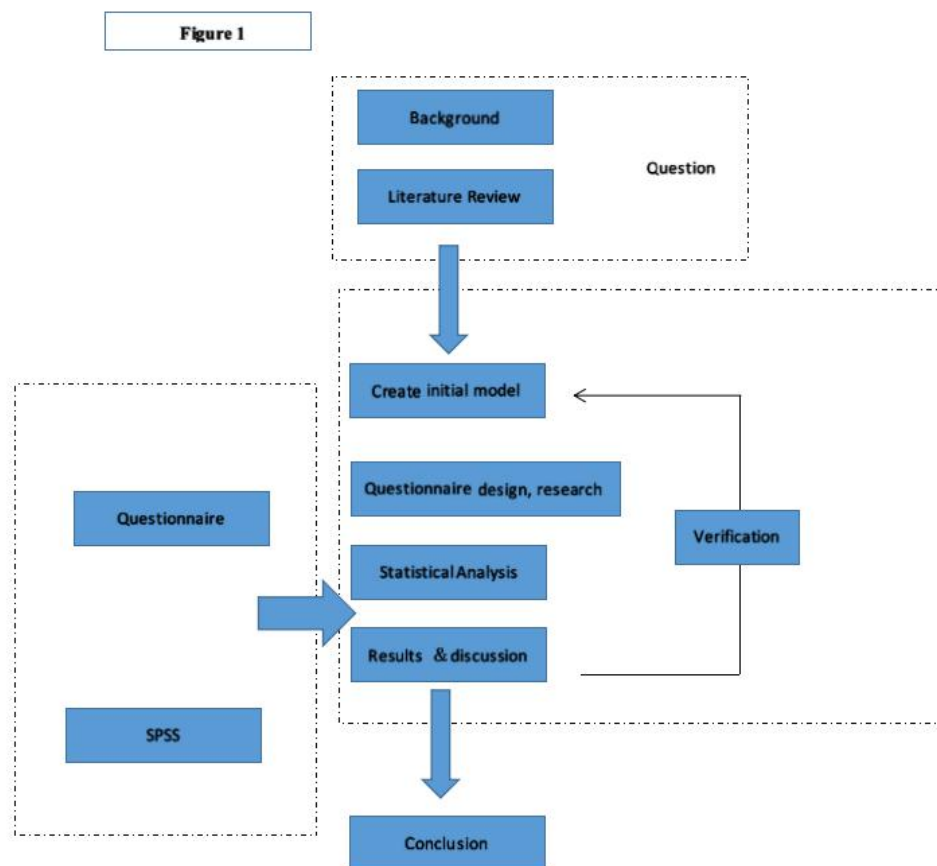
This study intends to use a combination of theoretical and empirical analysis. The theoretical deduction seeks to review, compare, and evaluate relevant documents such as employees' recognition of the company's identity, and incorporates Asian specific cultural characteristics. It uses logical analysis, documentary evidence, and other methods to explore employees' sense of identity and corporate employees' identity. The relationship between sense and employee loyalty, establishing a theoretical model of the influence mechanism of employee loyalty, and thus put forward the reasonable hypothesis that organizational commitment plays an important role in Hofstede's cultural dimension and employee loyalty.

The empirical analysis is based on reliability and validity testing to determine the effectiveness of the research and application scale; collect data, analyze data, verify hypotheses around the proposed theoretical framework and hypotheses, and establish the employees' sense of corporate identity and employee loyalty. Mechanism; through the found laws, inferences and assessments are made from the relationship between Hofstede's cultural dimension, organizational commitment, and employee loyalty, so as to how to coordinate employee perceptions of the company in practice, improve

leadership effectiveness, and guide employee behaviors. Put forward suggestions for countermeasures; provide some evidence for how to build a core mechanism and establish an effective employment mechanism and policy. The statistical analysis methods that this study will involve mainly include correlation analysis, regression analysis and so on.

### 1.4.2 Technical route

The technician line that this text plans to adopt is shown in Figure 1  
Figure 1 Technical route



### 1.5 Paper framework

This article mainly includes six parts

1 Introduction. Briefly introduce the research background, research significance, research content, research methods, technical route, thesis framework and innovation.

2 Literature review. Researching and reviewing Hofstede's cultural dimensions, organizational commitments, and employee loyalty-related research literature provide theoretical support for this research and make research and discussion on this basis.

3 Theoretical model and research hypothesis. On the basis of comprehensive predecessors' research, an initial model of Hofstede's cultural dimension, organizational commitment and employee loyalty is established, and the research hypothesis of this paper is proposed.

4 Samples, scales and research methods. The sample selection of this article, the definition and measurement of major variables, the design of questionnaires, and the distractions of validity and reliability of the scale are described, and the data analysis methods used in the text are introduced in detail.

5 Data Analysis and Results Discussion. SPSS software was used to carry out correlation analysis and regression analysis of the data, examine the initial model, and discuss the results obtained.

6 Research conclusions and management implications. The above research results are summarized and related management implications are extended. The author puts forward reasonable suggestions for the problems reflected in this paper, and finally puts forward the limitations of this research and the prospects for future research.

## **1.6 Innovation**

On the content of the study, the intermediary variables between organizational commitment and employee loyalty were introduced to study how the South-East Asia organization's commitment and employee loyalty play a role.

In the research results, this paper argues that Hofstede's cultural dimension and the organizational commitment of employees and its three dimensions have a positive effect; the three dimensions of employee commitment to organization are in the Hofstede dimension and there are mediating effects among employee loyalty; the three dimensions of organizational commitment have a positive effect on employees' loyalty. Among them, emotional identity has the strongest effect on organizational commitment, while

dependency recognition is the second, and normative identity impact is greater than the other two. Compared to the smallest.