台灣銀行業外派人員之社會支持、組織承諾對工作績效之影響 - 職家衝突與文化距離之調節效果

李元敏
長榮大學經營管理研究所

林秋娟
長榮大學經營管理研究所

陳順宇
長榮大學企業管理研究所

黃貞芬
長榮大學經營管理研究所博士班

(投稿日：2016.12.01；審稿日：2016.12.18；接受日：2016.12.29)

摘要

近年來台灣對外之國際企業投資與經貿活動頻繁，國內企業為邁向國際化與全球化，台灣銀行業的海外分支機構有不少外派人員，可能容易產生職家衝突、文化距離及組織承諾等問題，並進而影響外派人員的工作績效與任務的完成。再者，台灣銀行業者設立海外分行或子行，對我國企業國際化是一股非常重要的財務支援力量。經過學術界深入研究，本文研究採問卷調查法做研究，進行資料彙總歸納及統計分析，以期獲得影響台灣銀行業外派人員工作績效的前因及相關之調節及中介因素情形，以作為政府產業政策及銀行業外派員工的決策參考。

關鍵詞：外派人員、社會支持、組織承諾、職家衝突、工作績效
The Impact of Social Support, Organizational Commitment on Job Performance
Expatriate in Taiwan Banking Industry: Work-Family Conflict and Culture Distance as Moderators

Yuan-Duen Lee
The Graduate School of Business Operations Management, Chang Jung Christian University

Chiu-Chuan Lin
The Graduate School of Business Operations Management, Chang Jung Christian University

Shun-Yu Chen
The Graduate School of Business Operations Management, Chang Jung Christian University

Chen-Fen Huang
Ph. D. Candidate of the Graduate School of Business Operations and Management, Chang Jung Christian University

Abstract

Domestic enterprises in Taiwan are moving towards internationalization and globalization because of the frequent international corporate investment and economic & trade activities in recent years. There are many expatriates were assigned to foreign branches or subsidiaries in Taiwan banking industry. It is tended to have the problems of work-family conflict, culture distance, and organizational commitment. Furthermore, it is possible to influence their job and task performance. In addition, foreign branches or subsidiaries of banking industry were established in order to support the finance of Taiwan’s overseas enterprises. This study aims to complete the tasks of Expert Consultation, questionnaire survey in above or more cities as well as to integrate the data, opinions and statistical analyses in order to acquire the antecedents to the job performance of expatriates for domestic banks and the related moderators and mediator factors. The findings of this study will be available offering as the important reference for the governmental industry policy and banking female expatriate decision making.

Keywords: expatriates, social support, organizational commitment, work/family conflict, job performance