

Commitment In The Workplace Theory Research And Application

With a constant stream of developments in the IT research field, it seems only practical that there be methods and systems in place to consistently oversee this growing area. *Managing Information Resources and Technology: Emerging Applications and Theories* highlights the rising trends and studies in the information technology field. Each chapter offers interesting perspectives on common problems as well as suggestions for future improvement. Professionals, researchers, scholars, and students will gain deeper insight into this area of study with this comprehensive collection.

Examines organizational change from the employee's perspective.

Commitment is one of the most researched concepts in organizational behavior. This edited book in the *SIOF Organizational Frontiers* series, with contributions from many scholars, attempts to summarize current research and suggests new directions for studies on commitment in organizations. Commitment is linked to other concepts ie. satisfaction, involvement, motivation, and identification and is studied across cultural lines. Both the individual and group levels of building and maintaining commitment are discussed.

As individuals' ties to community organizations and the companies they work for weaken, many analysts worry that the fabric of our society is deteriorating. But others

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counter that new social networks, especially those forming online, create important and possibly even stronger social bonds than those of the past. In *Social Commitments in a Depersonalized World*, Edward Lawler, Shane Thye, and Jeongkoo Yoon examine interpersonal and group ties and propose a new theory of social commitments, showing that multiple interactions, group activities and, particularly, emotional attachment, are essential for creating and sustaining alignments between individuals and groups. Lawler, Thye, and Yoon acknowledge that long-term social attachments have proven fragile in a volatile economy where people increasingly form transactional associations—based not on collective interest but on what will yield the most personal advantage in a society shaped by market logic. Although person-to-group bonds may have become harder to sustain, they continue to play a vital role in maintaining healthy interactions in larger social groups from companies to communities. Drawing on classical and contemporary sociology, organizational psychology, and behavioral economics, *Social Commitments in a Depersonalized World* shows how affiliations—particularly those that involve a profound emotional component—can transcend merely instrumental or transactional ties and can even transform these impersonal bonds into deeply personal ones. The authors study the structures of small groups, corporations, economic transactions, and modern nation-states to determine how hierarchies, task allocation, and social identities help or hinder a group's vitality. They find that such conditions as equal status, interdependence, and overlapping

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affiliations figure significantly in creating and sustaining strong person-to-group bonds. Recurring collaboration with others to achieve common goals—along with shared responsibilities and equally valued importance within an organization—promote positive and enduring feelings that enlarge a person's experience of a group and the significance of their place within it. Employees in organizations with strong person-to-group ties experience a more unified, collective identity. They tend to work more cost effectively, meet company expectations, and better regulate their own productivity and behavior. The authors make clear that the principles of their theory have implications beyond business. With cultures pulling apart and crashing together like tectonic plates, much depends on our ability to work collectively across racial, cultural, and political divides. The new theory in Social Commitments in a Depersonalized World provides a way of thinking about how groups form and what it takes to sustain them in the modern world.

Shows how companies that form a supply chain can establish a network with an unbeatable competitive edge by sharing savings and seeking investment opportunities that benefit all participants

What is a committed employee? Are such employees better or worse off than uncommitted employees? What are the organizational advantages and disadvantages of having a committed workforce? This book overviews academic and popular perspectives on commitment in employees. It examines the multiple faces of

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commitment and the links that have been established between the various forms of commitment and organizational behaviour. In addition, questions concerning individual differences, organizational characteristics, job characteristics and work experiences associated with commitment are explored. The volume concludes with a discussion of what organizations can do to manage commitment effectively, including under difficult circumstances

Corporate Communication: A Marketing Viewpoint offers an overview of the framework, key concepts, strategies and techniques from a unique marketing perspective. While other textbooks are limited to a managerial or PR perspective, this book provides a complete, holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field, including discipline and function frameworks, corporate identity, corporate and employer branding, corporate social responsibility, stakeholder management, storytelling, corporate associations, identification, commitment and acceptability. In order to help reinforce key learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-Davidson and Coca-Cola.

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This exciting new textbook is essential reading for all professional corporate marketing and communication executives, as well as undergraduate and postgraduate students of marketing and public relations, not to mention managers who need a complete and accurate view of this increasingly important subject.

Self-determination theory is a theory of human motivation that is being increasingly used by organizations to make strategic HR decisions and train managers. It argues for a focus on the quality of workers' motivation over quantity. Motivation that is based on meaning and interest is showed to be superior to motivation that is based on pressure and rewards. Work environments that make workers feel competent, autonomous, and related to others foster the right type of motivation, goals, and work values. The Oxford Handbook of Work Motivation, Engagement, and Self-Determination Theory aims to give current and future organizational researchers ideas for future research using self-determination theory as a framework, and to give practitioners ideas on how to adjust their programs and practices using self-determination theory principles. The book brings together self-determination theory experts and organizational psychology experts to talk about past and future applications of the theory to the field of organizational psychology. The book covers a wide range of topics, including: how to bring about commitment, engagement, and passion in the

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workplace; how to manage stress, health, emotions and violence at work; how to encourage safe and sustainable behavior in organizations; how factors like attachment styles, self-esteem, person-environment fit, job design, leadership, compensation, and training affect work motivation; and how work-related values and goals are forged by the work environment and affect work outcomes.

Perspectives from organizational theory, social psychology, sociology and economics are brought together in this volume to provide a broad coverage of trust, including the psychological and social antecedents of trust.

This book presents the findings, applications, and theoretical underpinnings of a unique leadership communication model: motivating language theory. Drawing from management, social science, and communication theories, motivating language theory demonstrates how leader-to-follower speech improves employee and organizational well-being and drives positive workplace outcomes (such as employee performance, retention, and job satisfaction) in a wide array of settings. It presents an integrated model based on empirical findings and theoretical developments from the past three decades to explore the three dimensions of motivating language: direction giving language, empathetic language, and meaning-making language. It will be a comprehensive source for its empirical relationships, generalizability, theoretical basis, and future directions

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for research and practice.

The phrase “greening of the workplace” refers to the range of resources used by an organization to ensure its management and industrial processes are conducive to the adoption of workplace pro-environmental behaviors by its employees, irrespective of their position, the nature of their work or their rank within the organization. This book provides greater visibility to research into how organizations encourage their employees to take environmental considerations into account in their daily work. It examines the connections between organizational practices, individual behaviors, and environmental performance. This book will appeal to HRM scholars interested in the psychological, managerial and organizational dimensions governing the relationship between individuals and ecology.

A work exposing and exploring the phenomena of the dysfunctional workplace is long overdue. This fascinating book does just that, uncovering the subversiveness, counter-productive behaviour and unspoken issues that managers struggle with on a daily basis. This Companion not only explores organizational dysfunction as it concerns individuals, it also examines broader issues of dysfunction and its effects with regards teams, managers and organizational systems. Lively discussion encompasses the symptoms of

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distress, illness, absenteeism, and inefficiency that point towards behavioural disorders and system-wide malfunction. From personality disorders to wars over territory , the book chronicles and reveals the true nature of often hidden workplace problems including bullying, unethical behaviour, loss of trust, organizational deviance, cowardice, workaholism, negative humour and emotions, personality disorders, mismanagement, and malfunctioning performance and selection systems. So what can be done? Practical solutions to these dysfunctional phenomena are presented by international experts from a range of disciplinary backgrounds including management, psychology and economics. This fascinating, highly original book will be of enormous interest to students, researchers, academics and practitioners across all sectors of business and management, human resource management in particular.

In discussing a management topic, scholars, educators, practitioners, and the media often toss out the name of a theorist (Taylor, Simon, Weber) or make a sideways reference to a particular theory (bureaucracy, total quality management, groupthink) and move on, as if assuming their audience possesses the necessary background to appreciate and integrate the reference. This is often far from the case. Individuals are frequently forced to seek out a hodgepodge of sources varying in quality and presentation to provide an overview of a particular

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idea. This work is designed to serve as a core reference for anyone interested in the essentials of contemporary management theory. Drawing together a team of international scholars, it examines the global landscape of the key theories and the theorists behind them, presenting them in the context needed to understand their strengths and weaknesses to thoughtfully apply them. In addition to interpretations of long-established theories, it also offers essays on cutting-edge research as one might find in a handbook. And, like an unabridged dictionary, it provides concise, to-the-point definitions of key concepts, ideas, schools, and figures. Features and Benefits: Two volumes containing over 280 signed entries provide users with the most authoritative and thorough reference resources available on management theory, both in terms of breadth and depth of coverage. Standardized presentation format, organized into categories based on validity and importance, structures entries so that readers can assess the fundamentals, evolution, and impact of theories. To ease navigation between and among related entries, a Reader's Guide groups entries thematically and each entry is followed by Cross-References. In the electronic version, the Reader's Guide combines with the Cross-References and a detailed Index to provide robust search-and-browse capabilities. An appendix with a Chronology of Management Theory allows readers to easily chart directions and trends in

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thought and theory from early times to the present. An appendix with Central Management Insights allows readers to easily understand, compare, and apply major theoretical messages of the field. Suggestions for Further Reading at the end of each entry guide readers to sources for more detailed research and discussion. Key themes include: Nature of Management Managing People, Personality, and Perception Managing Motivation Managing Interactions Managing Groups Managing Organizations Managing Environments Strategic Management Human Resources Management International Management and Diversity Managerial Decision Making, Ethics, and Creativity Management Education, Research, and Consulting Management of Operations, Quality, and Information Systems Management of Entrepreneurship Management of Learning and Change Management of Technology and Innovation Management and Leadership Management and Social / Environmental Issues PLUS: Appendix of Chronology of Management Theory PLUS: Appendix of Central Management Insights

Employee-Organization Linkages: The Psychology of Commitment, Absenteeism, and Turnover summarizes the theory and research on employee-organization linkages, including the processes through which employees become linked to work organizations, the quality of such linkages, and how linkages are

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weakened or severed. The text identifies the determinants of employee commitment, absenteeism, and turnover, as well as their consequences for the individual, work groups, and the larger organization. The book also presents conceptual models on how employees become committed to, decide to be absent from, and decide to leave their organizations. Human resource practitioners, managers, employers, and industrial psychologists will find the book very informative and insightful.

Now in its third edition, Colquitt-LePine-Wesson continues to offer a novel and innovative approach to teaching organizational behavior. The focus, tone, and organization of the book shows students that: OB really matters - The book opens with two chapters barely covered in other texts: job performance and organizational commitment. Those topics are critical to managers and students alike, and represent two of the most critical outcomes in OB. Each successive chapter then links that chapter's topic back to those outcomes, illustrating why OB matters in today's organizations. OB topics all fit together - The book is structured around an integrative model, shown on the back cover and spotlighted in the first chapter, that provides a roadmap for the course. The model illustrates how individual, team, leader, and organizational factors shape employee attitudes, and how those attitudes impact performance and commitment. In this

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way, the model reminds students where they are, where they've been, and where they're going. OB is all around them - The book includes innovative insert box features that students actually enjoy reading. OB on Screen uses scenes from popular films, such as the Social Network, Up in the Air, Inception, and the King's Speech, to demonstrate OB topics. OB at the Bookstore draws a bridge to popular business books, including Drive, the 4-Hour Workweek, Linchpin, and Superfreakonomics.

A high level of employee commitment holds particular value for organizations owing to its impact on organizational effectiveness and employee well-being. This Handbook provides an up-to-date review of theory and research pertaining to employee commitment in the workplace, outlining its value for both employers and employees and identifying key factors in its development, maintenance or decline. Including chapters from leading theorists and researchers from around the world, this Handbook presents cumulated and cutting-edge research exploring what commitment is, the different forms it can take, and how it is distinct from related concepts such as employee engagement, work motivation, embeddedness, the psychological contract, and organizational identification. The aim of this encyclopedia is to provide a comprehensive reference work on scientific and other scholarly research on the quality of life, including health-

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related quality of life research or also called patient-reported outcomes research. Since the 1960s two overlapping but fairly distinct research communities and traditions have developed concerning ideas about the quality of life, individually and collectively, one with a fairly narrow focus on health-related issues and one with a quite broad focus. In many ways, the central issues of these fields have roots extending to the observations and speculations of ancient philosophers, creating a continuous exploration by diverse explorers in diverse historic and cultural circumstances over several centuries of the qualities of human existence. What we have not had so far is a single, multidimensional reference work connecting the most salient and important contributions to the relevant fields. Entries are organized alphabetically and cover basic concepts, relatively well established facts, lawlike and causal relations, theories, methods, standardized tests, biographic entries on significant figures, organizational profiles, indicators and indexes of qualities of individuals and of communities of diverse sizes, including rural areas, towns, cities, counties, provinces, states, regions, countries and groups of countries.

Promotes theory and research in the area of occupational stress, health and well being, and brings together and showcases the work of some of the best researchers and theorists who contribute to this area. This collection gives a

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critical assessment of knowledge, and major gaps in knowledge, on occupational stress and well being.

Research in Personnel and Human Resources Management is designed to promote theory and research on important substantive and methodological topics in the field of human resources management.

Commitment in the Workplace Theory, Research, and Application SAGE
Organizational commitment and job satisfaction are two interrelated work attitudes, and the kind of relationship which is influenced by the economic sector and the type of employment. Employees develop commitment profiles that relate differently to job satisfaction and its facets. Furthermore, individuals experience two different regulatory foci that relate to the forms of organizational commitment, and these foci develop into separable characters that moderate the commitment/satisfaction relationship. Since commitment predicts organizational citizenship behaviours, and satisfaction relates to these behaviours, then job satisfaction mediates the relationship between organizational commitment and organizational citizenship behaviours (OCBs). Study 1 investigates the research hypotheses based on the moderating role of the economic sector in relation to job satisfaction/organizational commitment relationships, especially in regard to the forms of commitment and the facets of satisfaction – extrinsic satisfaction and

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intrinsic satisfaction. Overall, 618 employees successfully completed the questionnaires (258 from private sector companies and 360 from the public administration). Then, distinguishable organizational commitment profiles were developed and constructed from the forms or constructs of commitment. Two different samples are used in Study 2 in order to test the relevant hypotheses – 1,119 employees from the private sector and 476 from the public sector. Study 3 uses the concept of regulatory focus, where the two foci relate differently to forms of organizational commitment, and these two states moderate the satisfaction/commitment relationship; furthermore, individuals develop four separable regulatory focus characters based on the two major regulatory foci. Moreover, the moderating intervention is crucially influenced by the employment status of the individuals. The research hypotheses developed in this part are tested through two samples of employees: 258 working in the private sector and 263 in the public sector. Study 4 examines the mediating role of job satisfaction on the organizational commitment/organizational citizenship behaviours relationship. It argues that job satisfaction mediates the relationship between the forms of commitment and OCBs, and furthermore, job satisfaction more strongly mediates the relationship between these forms and loyal boosterism (one of the OCB dimensions). The relevant hypotheses were tested through a combined

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sample of 646 employees, equally drawn from the two sectors. The results are discussed, implications and contributions analyzed, and limitations and recommendations for future research presented.

This book is a handbook for people who want to assure the use of reliable and valid questionnaires for collecting information about organizations. It significantly reduces the time and effort required for obtaining validated multi-question measures of aspects of organizational 'health' such as employee job satisfaction, organizational commitment, organizational justice, and workplace behaviors. It helps users in measuring some factors underlying employee perceptions of work such as job characteristics, role ambiguity or conflict, job stress, and the extent to which employees believe their values and those of the organization are congruent. All the measures in the book have been used and tested in research studies published in the 1990's. In addition, all the measures describe the extent and types of reliability and validity tests that have been completed, a feature that organizational researchers should find particularly useful. All in all, this book is a handy tool to increase the efficiency of researchers, consultants, managers, or organizational development specialists in obtaining reliable and valid information about how employees view their jobs and organizations.

A true learning tool for students and scholars alike; the third edition of *Organizational Behavior: A Management Challenge* has been designed to effectively present an overview of the challenges facing managers and employees in today's competitive

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organizations. The latest research in organizational behavior has been interwoven with real-life cases and practical applications to provide a highly accessible text for advanced undergraduate and MBA students of management and psychology. To reflect the evolving challenges of today's organizations, this text contains expanded coverage of new technologies and global businesses and brings the sophisticated world into the classroom. A new chapter on Inclusion has also been added. New Features: *Research in Action Boxes--contributions from leading researchers in the field. *Focus On--vignettes and boxed items that emphasize technology issues and international issues. *On Your Own--experimental exercises that can be either completed individually or collaboratively. *The Manager's Memo--a unique format for end-of-chapter cases. Real-life management problems presented through a memo. Provides the opportunity for formal written responses, as well as class discussion. *Photos and NEW Artwork--with captions that tie the relevancy of the graphics to the text concepts. Supplements: *Instructor's Manual *PowerPoint on CD--packaged automatically with the Instructor's Manual *Text Specific Web site: www.organizationalbehavior.ws **Special Copy for 4C mailer** Below the bios: These three leading scholars in their field have written the new Third Edition of Organizational Behavior to include coverage of technology in the workplace and the challenges of a global market. A NEW chapter on Inclusion (chapter 16) has also been added. The latest research in organizational behavior has been interwoven with real-life cases and practical applications to provide a highly accessible

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text for advanced undergraduate and MBA students of management and psychology. We at LEA invite you to examine our new exciting learning tool for students and scholars alike. Please preview the wonderful new features of Stroh, Northcraft and Neale's new textbook that will help the reader gain the knowledge to succeed in today's changing work environments. Supplements INSTRUCTOR WEB RESOURCE - www.orgizationalbehavior.ws Prepared by Christine L. Langlands, this FREE, text-specific website includes the entire Instructor's Resource Manual, all of the PowerPoint slides described below, the Preface and Table of Contents for the textbook, author biographies and ordering information to obtain a copy of the text. This valuable on-line resource is designed to be completely intuitive and enhances both the live contact course and the virtual classroom. To keep pace with the evolving field of Organizational Behavior, the website will be updated by the author team over the life of the text. INSTRUCTOR'S MANUAL Written by Mary C. Freeman-Kerns and Christine L. Langlands, in conjunction with the authors of the textbook, this IM was created in the classroom. This rich resource contains detailed chapter outlines, the answers to the questions in the textbook, and additional case or group exercises for each section of the text. Available directly on the website OR in hardcopy (upon adoption), this IM is a tool that will guide new instructors smoothly through their course. POWERPOINT CD-ROM Containing more than 250 PowerPoint slides, this dual-platform CD-ROM enhances any lecture with interesting and accurate visuals. The CD-ROM will be

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packaged FREE with the hardcopy Instructor's Manual. Third Edition Features Research in Action Contributions from leading researchers in the field highlight the connection between high-quality research and effective application. On Your Own Experimental exercises that can be completed either individually or collaboratively. Focus On Real-life vignettes and boxed items that emphasize Technology and International issues. The Manager's Memo A unique memo format for end-of-chapter cases providing actual management problems with the opportunity for formal written responses as well as class discussion.

The technologies of the Internet have exerted an enormous influence on the way we live and work. This volume in the "Advances in Management Information Systems" series presents cutting-edge research on the transformation of the workplace by the use of these information technologies. The book focuses first on the deleterious transformations (such as "cyberloafing"), then the promising ones (such as the emergence of virtual teams), and then the ways the troubling transformations can be redeemed for organizational benefit. The editors overlay IT topics with insights from organizational behavior, human resource management, organizational justice, and global culture.

Offers an outlet for the discussion of multi-level problems and solutions across a variety of fields of study. This title contains five major essays with commentaries and rebuttals that cover a range of topics, but in the realms of organizational behavior and

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leadership.

The growing interest in multiple commitments among researchers and practitioners is evinced by the greater attention in the literature to the broader concept of work commitment. This includes specific objects of commitment, such as organization, work group, occupation, the union, and one's job. In the last several years a sizable body of research has accumulated on the multidimensional approach to commitment. This knowledge needs to be marshaled, its strengths highlighted, and its importance, as well as some of its weaknesses made known, with the aim of guiding future research on commitment based on a multidimensional approach. This book's purpose is to summarize this knowledge, as well as to suggest ideas and directions for future research. Most of the book addresses what seems to be the important aspects of commitment by a multidimensional approach: the differences among these forms, the definition and boundaries of commitment foci as part of a multidimensional approach, their interrelationships, and their effect on outcomes, mainly work outcomes. Two chapters concern aspects rarely examined--the relationship of commitment foci to aspects of nonwork domains and cross-cultural aspects of commitment foci--that should be important topics for future research. Addressing innovative focuses of multiple commitments at work, this book: *suggests a provocative and innovative approach on how to conceptualize and understand multiple commitments in the workplace; *provides a thorough and updated review of the existing research on multiple commitments;

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*analyzes the relationships among commitment forms and how they might affect behavior at work; and *covers topics rarely covered in multiple commitment research and includes all common scales of commitment forms that can assist researchers and practitioners in measuring commitment forms.

Systemics of Emergence: Research and Development is a volume devoted to exploring the core theoretical and disciplinary research problems of emergence processes from which systems are established. It focuses on emergence as the key point of any systemic process. This topic is dealt with within different disciplinary approaches, indicated by the organization in sections: 1) Applications; 2) Biology and human care; 3) Cognitive Science; 4) Emergence; 5) General Systems; 6) Learning; 7) Management; 8) Social Systems; 9) Systemic Approach and Information Science; 10) Theoretical issues in Systemics. The Editors and contributing authors have produced this volume to help, encourage and widen the work in this area of General Systems Research.

The assessment of individual differences has generated shockwaves affecting sociology, education, and a number of other behavioral sciences as well as the fields of management and organizational behavior. In covering the assessment of individual differences, this book pays tribute to the interests and activities that Douglas N. Jackson has incorporated into his career as a psychologist. He continues to be a leader in putting academic findings to practical use. He has also inspired generations of students with his mastery of complex concepts and as a personal example of the ability

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to balance several simultaneous areas of research. Consistent with the focus of Jackson's research, the theme of this book will be how the use of deductive, construct-driven strategies in the assessment of individual differences leads to benefits in terms of the applicability of the assessment instruments and the clarity of the conclusions that can be drawn from the research.

This book includes contributions from a variety of different perspectives on employee turnover. We categorize these myriad papers in terms of history, scope, theory development, and population generalization. Part I thus begins with an article by James Price, a pioneering thinker in the turnover field. Initiating the most systematic turnover research ever undertaken, Dr. Price describes his persistent quest to develop and refine a comprehensive theory of turnover. His 30-year intellectual journey offers valuable insight into theoretical and methodological challenges that continue to confront all turnover researchers. This book examines continuity and change of identity formation processes at work under conditions of modern working processes and labor market flexibility. By bringing together perspectives from sociology, psychology, organizational management, and vocational education and training, it connects the debates of skills formation, human resources development, and careers with individual's work commitment and professional orientations.

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Today's constantly changing work environment is fraught with job uncertainty, frequent mergers and acquisitions, and a general breakdown of trust between employer and employee. More than ever, it is critical for managers to proactively shift away from devaluing employees as marginal capital to empowering them as human capital. Perceived organizational support—employees' perception of how much an organization values their contribution and cares about their well-being—mutually benefits both employees and their organizations and is integral to sustainable employer–employee relationships. Using organizational support theory and evidence gathered from hundreds of studies, Eisenberger and Stinglhamber demonstrate how perceived organizational support affects employees' well-being, the positivity of their orientation toward the organization and work, and behavioral outcomes favorable to the organization. The authors illustrate these findings with employee experiences and strategic approaches of major organizations such as Southwest Airlines, Wal-Mart, Costco, and Google. Organizational psychologists, management consultants, managers, and graduate students will obtain a clear understanding of perceived organizational support and the practical knowledge needed to foster its development and positive outcomes.

'Commitment in the Workplace' examines the multiple facets of commitment and

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the links between the various forms of commitment and organizational behaviour. Across Europe and the world, countries are attempting to develop their health and social policies and practices to address the global challenge of increasing demand and pressurized supply, created by ageing populations, emerging technologies and finite resources (financial and human). This text provides examples of attempts to develop HRD practices in health and social care contexts within France, Ireland, The Netherlands, Romania, Russia, the UK and the USA. Thus, the book is European and international in both scope and appeal. This research topic for *Frontiers in Psychology* highlights some of the more relevant changes that have conditioned consumer behavior in recent years—among these, the paradigm shift in marketing is worth emphasizing. Today, the market and the companies are implementing Marketing 4.0; This new marketing approach modifies both the business rules and the channels by changing the way to dialogue, interact and relation with consumers. The present Research Topic brings together 30 studies by 76 authors who analyzed the relevance of consumer behavior changes under this new paradigm, using different theoretical and methodological frameworks. These different papers, mainly constituting original research, examine a variety of sub-topics, including online and mobile environments, value co-creation, internal marketing strategies,

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and diverse industries and product markets. Given this broad selection of papers, we encourage readers to draw their own conclusions about the complex phenomena of consumer behavior. Our hope is that these different perspectives will cover various gaps in the field and prompt discussion among the audience of *Frontiers in Psychology*.

Elfi Ettinger focuses her research on how financial consultants perceive, explain, and interpret their commitment at work based on their collective reality of actions and behavior. She analyzes which organizational performance variables consultants associate with their commitment at work, and how consultants' commitment behavior is linked with organizational performance.

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