

賣場短期銷售派遣人員的工作滿足感與組織承諾之質性探討

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摘要

Resulting from the financial crisis and offshoring to China Mainland, corporations in Taiwan have begun to use contract/dispatch workers increasingly in order to survive in severe competition with lower cost. Since employees' job satisfaction and organizational commitment are essential elements in contributing business success, therefore, we are interested in how contract/dispatch workers, especially part-time sales in retail dealers for a short period of time, feel toward the organizations that either hire or use them, additionally, how they feel toward the retail dealers (where they work). Based on qualitative interview, we discover that contract/dispatch workers are committed to dispatching, dispatched organizations as previous research proved, more importantly, they are also committed to the retail dealers where they work temporarily.

關鍵字：contract/dispatch worker, job satisfaction, organizational commitment