



Identification and commitment as a catalyst of a strong organizational citizenship behavior on the shop floor level of manufacturing companies

By Peter Bebersdorf

Grin Verlag Aug 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x10 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3, University of Applied Sciences Ludwigshafen, language: English, abstract: Organizational Citizenship Behavior (OCB) und eine spezielle Ausprägung von OCB, die Beteiligung am KVP sind zukünftige Erfolgsfaktoren und Qualifikationen, die ein durchschnittliches von einem erfolgreichen Unternehmen unterscheiden. Sie stellen den wichtigen Teil des human capitals dar, der in einer Zeit der Informationsgesellschaft und zahlreicher Lean-Strategien immer bedeutender und relevanter für den wirtschaftlichen Erfolg eines Unternehmens wird. Die Begründung und Herleitung dieser Aussage wird zu Anfang dieser Arbeit unternommen. OCB bzw. die Beteiligung am KVP können jedoch nicht direkt beeinflusst oder gar eingefordert werden. Die organisationspsychologischen Konstrukte 'Organisationale Identifikation' und 'Organisationales Commitment' werden als wichtige Prediktoren für ein starkes OCB angenommen. Leider gibt es nur sehr wenige ganzheitliche Ansätze Identifikation und Commitment im Unternehmen systematisch zu stärken, monetäre und temporär begrenzte Bemühungen zeigen oft keine dauerhafte Wirkung; ein ganzheitlicher und langfristig beständiger Ansatz ist nötig. Das Ziel dieser Arbeit ist somit (a)

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