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Explore the Item Record



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Exploring the effect of organization–employee relationships on employee communication behaviors on social media: The moderating role of position level.

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Publisher: US : Educational Publishing Foundation
Other Journal Titles: Psychology of Popular Media Culture
ISSN: 2088-6567 (Print)
2088-6575 (Electronic)
Language: English
Keywords: employee communication behavior, social media, organization–employee relationships, symmetrical communication, position level
Abstract (English): Social media has played an important role in facilitating employee communication behaviors. Based on an organization–public relationship model and the situational theory of publics, this study proposed and tested a model to examine the effect of symmetrical communication on employee perceived relationships with their organization. It further investigated how organization–employee relationships affect employee communication behaviors on social media. The researcher conducted a national survey of 449 employees working at large organizations in the United States and found that symmetrical communication had a positive effect on organization–employee relationships, which led employees to seek and process information on social media. Moreover, employee position level in the organization negatively moderated the relationship between symmetrical communication and organization–employee relationships. The theoretical and practical implications of this study were also discussed. (PsycInfo Database Record (c) 2022 APA, all rights reserved)
Impact Statement: Symmetrical communication has a positive impact on organization–employee relationships, which is stronger among employees with lower level positions. Good organization–employee relationships encourage employees to seek and process information on social media. Organizations can obtain insights into maintaining favorable relationships with employees and improving their communication behaviors on social media. (PsycInfo Database Record (c) 2022 APA, all rights reserved)
Document Type: Journal Article
Subjects: *Business Organizations; *Communication; *Employee Attitudes; *Social Media

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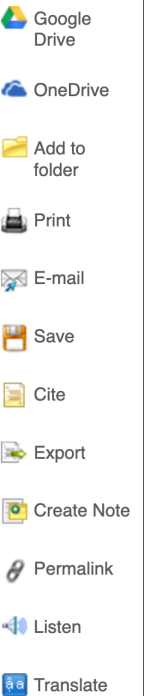


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