

**JOB MOTIVATION OF CHINESE CULTURAL TRAITS AND ORGANIZATIONAL
CITIZENSHIP BEHAVIOR -A STUDY OF THE GOVERNMENT INSTITUTIONS AND
CORPORATE ORGANIZATIONS IN TAIWAN**

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ABSTRACT

This thesis tests the job motivation of Chinese cultural traits and its relationship with an organization's citizenship behavior. As regards the questionnaire survey, 266 valid questionnaires (78.89%) were returned, and governmental institutions and corporate organization in Taiwan served as subjects. The study found that: first, the relationship needs and the face needs in Chinese culture create a unique job motivation that impacts an employee's organizational citizenship behavior; Next, types of organization do not cause significant difference on the variances, but education shows significant difference on RN and OCB₁(obedience), those with degrees of high school or lower are obviously lower than those with degrees of masters and bachelors, showing that the higher his degree is, the more important he thinks relationship needs and obedience of OCB are. The findings of this thesis will benefit future research related to theoretical development.

KEYWORDS: Job Motivation, Chinese Culture Traits, Relationship Needs, Face Needs, Organizational Citizenship Behavior