

題目	同儕對主管恭維語言溝通策略與組織成員對其信任度之關係
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摘要	在現代企業組織中，恭維讚美是組織成員常用且有效的向上影響戰術之一。本研究運用禮貌原則的概念設計恭維語言溝通策略量表，探討組織成員知覺同儕對主管的恭維語言溝通策略與對該同儕信任度之關聯性，並探討信任度對合作意願之影響。研究者採取便利取樣的方式，共回收 315 份有效問卷。資料分析結果顯示，組織成員知覺同儕對主管使用間接的恭維語言溝通策略會比直接的語言溝通策略，導致對該同儕具更高的能力信任度；另外，研究發現組織成員對特定同儕的能力及特質信任度在合作意願上具加乘的效果。
關鍵字	恭維語言溝通策略、能力信任度、特質信任度、合作意願
Title	The Relationship between Co-Workers' Complimentary Strategy toward Supervisor and Trustworthiness Perceived by Organization Member
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Abstract	There is a sort of ingratiating strategy influencing in modern organization. The complimentary strategy as one of an upward influence tactic is commonly applied and effective. Basing on principles of politeness, we design Individual Complimentary Strategy Inventory to explore the relationship between complimentary strategy and trustworthiness perceived by co-workers. It also explores the influence of trustworthy-ness among co-workers to the individual wiliness of cooperation in the same organization. Owing to the sensitive subject, researcher used a convenient sampling technique and received 315 effective questioners. According to the data appearing from the questioners, comparing to the direct conversation strategy, the indirect complimentary strategy would lead to the higher competency-base trustworthiness from supervisors to that co-worker. Moreover, the complimentary strategy has multiplier between competency-base and traits-base trustworthiness of co-worker and wiliness of cooperation.
Key Words	Individual Complimentary Strategy, Competency-Base Trustworthiness, Traits-Base Trustworthiness, Wiliness of Cooperation