

## A STUDY ON THE RELATIONSHIP AMONG SELF-MOTIVATION, ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION OF UNIVERSITY FACULTY MEMBERS IN TAIWAN

Assoc. Prof. Dr. Mong-Chien HSU  
Department of Business Administration  
Overseas Chinese University  
TAIWAN

Assoc. Prof. Dr. Kao-Mao CHEN  
Department of Business Administration  
Overseas Chinese University  
TAIWAN

### ABSTRACT

The purposes of this study were first, to explore the faculty members' self-motivation to pursue in-service education; second, to examine the relationship between their job satisfaction and commitment; third, to understand the degree of job satisfaction and organizational commitment of teacher who are participating in continuing education and those who completed this experience; and fourth, to investigate any difference of job satisfaction and commitment to school between who participate in continuing education and teachers who do not participate in continuing education. The statistical methods employed, on the basis of research questions, descriptive statistics, One-way ANOVA, Person correction, *t* test, and stepwise multiple regression using the statistical software SPSS 16.0. Research questions were by a reliable and valid instrument base upon the results of a content validity test and a pilot test. A total of 122 university faculty members completely participated in this study. This study revealed that: the motivation of the teacher who participated in in-service education was high. Extrinsic motivation was greater than intrinsic motivation. Extrinsic motivation, such as "Go with trend" and "Incentive by school", were main factors influencing teachers who are participation in in-service education. The level of job satisfaction did not reach significant difference with continuing in in-service education. The difference between organizational commitment and continuing in in-service education was not significant. This phenomena seemed imply that their in-service education might not really focus on or improve organizational commitment. The faculty possessed higher organization commitment score, while they held the higher the level of job satisfaction. Also, this study found those faculty finished their academic degrees possessed higher organizational commitment than those faculty were pursuing their continuing education.

**Key Words:** Self-Motivation, Organizational Commitment, and Job Satisfaction.