

**Title:** Human Resource Management Measures and Organizational Commitment; The Case of an Electronic Manufacturer in China

**By:** LI YI-HUA                      **Identification** 64BB987007

**Degree:** Master of Business Administration

**Major:** Management

### **ABSTRACT**

The loss of human resources may cause the company's business activities to be interrupted. The question of how to attract, retain and motivate talents and make the organization more competitive has become an important management issue. Therefore, this study want to explore the human resource management measures of case companies and analyze the relationship between employee recognition of human resource management measures and employee emotional commitment. In this study, a total of 600 questionnaires were distributed to all employees of the case-based electronic manufacturer case company which located in the South China . A total of 520 questionnaires were collected, of which 410 were valid questionnaires. This study used Pearson correlation analysis to perform hypothesis testing. The analysis found that organizational commitment and training development recognition ( $\gamma=.695$ ,  $P<0.01$ ), performance evaluation approval ( $\gamma=.671$ ,  $P<0.01$ ), salary compensation. There was a significant positive correlation between the degree of identity ( $\gamma=.744$ ,  $P<0.01$ ), and the hypothesis of this study was supported. According to the results of this study, the higher the employee's recognition of human resource management measures, the higher the

organizational commitment. Therefore, it is recommended that enterprises should establish a sound human resource management system and enhance employees' understanding and recognition of human resource management measures, thereby enhancing employees' organizational commitment and making employees more willing to stay and invest in the company and grow with the company.

**Keywords:** Human resource management measures, Organizational commitment, Emotional commitment

