



Conference Proceedings

2013 ISBBME

International Symposium on Business, Banking,
Marketing and Economy

2013 ACMASS

Annual Congerence on Management and
Social Science

Conference Program

**April 2013
Bangkok, Thailand**

2013 ISBBME

**International Symposium on Business,
Banking, Marketing and Economy**

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Management and Social Science**

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Conference Organization

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Conference Schedule

Monday, April 15, 2013
Committee Meeting (Committee Only)

Tuesday, April 16, 2013

Time	Information
08:15-16:00	Registration
08:45-10:15	Oral Session Sukhumvit 2, Management I
10:15-10:30	Tea Break / Poster Session
10:30-12:00	Welcome Speech & Keynote Speech- Sukhumvit 2 Welcome Speech-Conference Chair, Dr. Ronald Johnson Keynote Speech- " <i>Crisis Management</i> ", Dr. Scott Michael Smith Keynote Speech – " <i>Delivery Systems for Peptide Vaccines</i> ", Prof. Istvan Toth
12:00-13:00	Lunch Time
13:00-15:00	Oral Session Sukhumvit 2, Psychology
15:00-15:15	Tea Break / Poster Session
15:15-16:45	Oral Session Sukhumvit 2, Business & Economy I

Poster Sessions

Time	Information
10:00-12:00	Poster Sessions Psychology

Wednesday, April 17, 2013

Time	Information
08:15-16:00	Registration
08:45-10:15	Oral Session Sukhumvit 2, Business Economy Finance Management
10:15-10:30	Tea Break / Poster Session
10:30-12:00	Oral Session Sukhumvit 2, Marketing Banking
12:00-13:00	Lunch Time
13:00-15:00	Oral Session Sukhumvit 2, Politics Law Culture Communication
15:00-15:15	Tea Break / Poster Session
15:15-16:45	Oral Session Sukhumvit 2, Society Education



Thursday, April 18, 2013
Bangkok City Tour

Marketing, Banking & Management

10:30-12:00, April 17, 2013 (Sukhumvit 2)

Session Chair: *Prof. Jayasing Ramchandra Bhor*

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Customers' Preferences towards Airline Value Added Services in an Emerging Market: The Indian Context

Vasudev Amrutlal Modi

Gujarat University

ISBBME 98

Improving Efficiency in Delivery of Healthcare through Electronic Medical Records (EMR) in HealthCare Organizations

Vasudev Amrutlal Modi

Gujarat University

Neeima Hitesh Ruparel

Gujarat University

Nehal Anilbhai Shah

Gujarat Technological University

ISBBME 113

A Survey of Demographic Factors and Electronic Financial Fraud Occurrence in the UK

Yan Sun

Xian Jiaotong-Liverpool University

ISBBME 81

Financial Inclusion: World Experiences and India

Babnrao Raghunath Adik

University of Pune

ISBBME 108

Structural Default Modeling: A Hybrid Based Approach

George Jabbour

George Washington University

Marat Kramin

Wells Fargo Securities

Stephen Young

*Wells Fargo Asset Management
Group*

ShuJun YU

International Finance Corporation

ISBBME 130

Financial Performance of Pravara Co-Operative Bank Ltd, In Ahmednager District of Maharashtra State (India)

Jayasing Ramchandra Bhor

University of Pune

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Time-Valued-Technology: The transition to Light-Emitting Diode (LED) technology

Raman Sharma

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The Impact of Psychological Capital on Employees' Organizational Citizenship Behavior

Metin Kaplan

Adem Ogut

Nevsehir University

Selcuk University

ACMASS 5527

Dimensions of Chief Customer Loyalty Officer in Electronic Manufacturing Services In Greater China

Michel Plaisent

Pak Keung Chan

Philip Chan

James Chiang

Prosper Bernard

University of Quebec in Montreal

University of Quebec in Montreal

post doctorate

University of Quebec in Montreal

post doctorate

University of Quebec in Montreal

post doctorate

University of Quebec in Montreal

ACMASS 5536
**The Impact of Psychological Capital on Employees' Organizational
Citizenship Behavior**

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ABSTRACT

The research objective was to examine the impact of employees' psychological capital (self-efficacy, hope, resiliency and optimism) on organizational citizenship behavior. Data were collected from survey of 171 employees in five-star hotel businesses licensed by the Tourism Ministry in Nevsehir city, Turkey. Participants work in front offices, food and beverage, and storey services departments of these hotels. The results indicate that optimism had positive impact on employees' organizational citizenship behavior. Besides the results, some limitations of these findings for theory and practice, and recommendations for future research directions are presented.

Keywords: Psychological capital, organizational citizenship behavior, hotel businesses.

1. INTRODUCTION

Improvements in environmental factors reshaped competition in the workplace. Such a competition brings about organizations acquiring a different character against rivals and making a point of human resources (Kaplan and Bickes, 2012). In tourism sector that effective service and customer satisfaction are based on employees' performance to a great extent in tourism businesses in which they work hard and at irregular work hours. Cooperation and mutual assistance is an indispensable prerequisite to provide an efficient service in hotel businesses, which requires employees' organizational citizenship behaviour.

Organizational Citizenship Behaviour (OCB) defined as extra-role behaviour that is discretionary and not explicitly related to the formal reward system of an organization but is conducive to its effective functioning (Niehoff & Moorman, 1993, p. 529; Organ, 1997, p. 86). Volunteerism is the prerequisite for OCB. Organ (1988) classifies OCBs into five categories: altruism, courtesy, sportsmanship, conscientiousness, and civic virtue. *Altruism* is described as those behaviours that have to do with helping a specific person, (supervisor, co-worker, or client) (Barksdale & Werner, 2001, p. 146). *Courtesy*, which describes the gestures that people exhibit at work to help prevent work problems for others (Konovsky & Organ, 1996, p. 255). *Sportsmanship* consists of actions that employee refrain from complaining, doing petty grievances, railing against real or imagined slights, and making federal cases out of small potatoes (Yoon & Suh, 2003, p. 598). *Conscientiousness* is discretionary behaviour that goes well beyond the minimum role requirements of the organization (MacKenzie et al., 1993, p. 71). *Civic virtue*, responsibly participating in the life of the firm (Dimitriades, 2007, p. 473).

Some antecedents constitute OCB. In the study, psychological capital, one of the antecedents, is defined as “the study and application of positively oriented human resource strengths and psychological capacities that can be measured, developed, and effectively managed for performance improvement in today's workplace” (Luthans, 2002a, p. 59). Psychological capital consists of four dimensions namely; self efficacy, hope, resiliency and optimism (Luthans et al., 2008, p. 221): **Self-efficacy**; is one’s belief to perform the task successfully and fulfill motivational, cognitive and operational resources (Stajkovic & Luthans, 1998, p. 66). Snyder et al., (1996, p. 321); describe **hope** as “a motivational state whereby two elements, agency (goal-directed determination) and pathways (or planning to achieve those goals), interact.” **Resiliency**; is an ability to settle and deal with the circumstances when facing negative situations, risk or important changes (Luthans, 2002b, p. 702). **Optimism**; means positive expectations about the future (Peterson et al., 2011, p. 430).

The main objective of the study that focuses on the question “how effective does psychological capital provide for employees’ OCB in hotel business?” is to investigate the relationship between psychological capital and OCB in 5 star hotels that employees work in Nevsehir. In this context, it is aimed that subdimensions of psychological capital has an effect on OCB. So far, a few empirical studies have ever dealt with the relationship between psychological capital and OCB (Avey et al., 2011; Gooty et al., 2009; Avey et al., 2008). In the light of these studies, the following hypothesis were tested;

H1: Self-efficacy has positive effect on OCB.

H2: Hope has positive effect on OCB.

H3: Resiliency has positive effect on OCB.

H4: Optimism has positive effect on OCB.

2. RESEARCH METHODOLOGY

2.1. Sample

The sampling is from employees in five-star hotel businesses licensed by the Tourism Ministry in the Nevsehir city. Participants work in front offices, food and beverage, and storey services departments of these hotels. Interviewers were recruited to distribute to 200 subjects. In total 180 employees responded to the survey. Of the employees who responded, 171 provided useable questionnaires on all study variables for a response rate of 85.5 per cent.

The sample consisted of 33.1 percent of females and 66.9 percent of males. 46.3 percent of the respondents were married and 53.7 percent were single. Out of employees in the research 41,2% ranges 25 years and less, 43,1% 26-35 years, 13,7% 36-45 years, 1,2% 46-55 years, 0,8% 56 years and more. In terms of educational levels, 14,8% of the respondents had graduated from primary school, 47,1% from secondary school, 24,6% from high school, 13,5% held Bachelor’s or PhD. Furthermore, more than half of the participants (54,9%) completed the tourism and hotel management training. Considering work experience of employees, 31,9% of them work less than 1 year, 39,4% between 1-3 years, 12,0% 4-6 years, 8,2% 7-9 years, and 8,5% 10 and more years. 5,8 percent of the respondents were department manager, 13,3 percent were chief and 80,9 percent were employee.

2.2. Measures

OCB was designated as the dependent variable in this study, while psychological capital dimensions (self-efficacy, hope, resiliency and optimism) were considered as the independent variables. To measure psychological capital we used the 24 items Psychological Capital Questionnaire developed by Luthans et al., (2007). The items were classified in terms of the

four dimensions of self-efficacy (6 items), hope (6 items), resiliency (6 items) and optimism (6 items). Participants responded on a 5-point Likert-type scale dictating to the extent which they agreed with each statement (1= strongly disagree, 5= strongly agree). Cronbach's alphas were as follows: 0.79 for self-efficacy, 0.80 for hope, 0.72 for resiliency and 0.73 for optimism.

On the other hand, organizational citizenship behaviour was measured with 20 items 5-point Likert scale (1=strongly disagree, 5=strongly agree) developed by Podsakoff & MacKenzie (1989). The items were classified in terms of the five dimensions of altruism, courtesy, sportsmanship, conscientiousness, and civic virtue. Each subscale contained 4 items. Cronbach's alphas were as follows: 0.80 for altruism, 0.82 for courtesy, 0.67 for sportsmanship, 0.80 for conscientiousness, 0.86 for civic virtue and 0.90 for OCB.

3. RESEARCH FINDINGS AND DISCUSSION

The regression analysis was carried out to determine the efficacy level of psychological capital dimensions (self-efficacy, hope, resiliency and optimism) on OCB. Multi-collinearity should be analyzed for a better regression model. In order to detect the presence of multi-collinearity, the tolerance and the variance inflation factors (VIFs) values (Akman et al., 2008, p. 108) are calculated. Small tolerance and high variance inflation factors (VIFs) values denote that there is a multi-collinearity problem among independent variables (Kalaycı, 2009, p. 268). We can assume that multi-collinearity is not a problem in data since all significant variables in Table 3 have much higher tolerance values than 0.10 (Ozgener & Iraz, 2006, p. 1362) and have lower variance inflation factors (VIFs) than 10.0 (Gujarati, 1999, p. 27).

Table 1: The results of regression analysis for OCB.

Independent variables	β	S.E.	t-value	Sig.	Tolerans	VIF
Self-efficacy	0,076	0,083	0,915	0,361	0,813	1,231
Hope		0,078	0,159	0,874	0,808	1,237
	0,013					
Resiliency	0,052	0,084	0,575	0,566	0,685	1,460
Optimism	0,199	0,075	2,387*	0,018*	0,803	1,245
F				3,080		
Adjusted R ²				0,047		
R ²				0,069		
Std. Error of the Estimate				0,62889		
Durbin-Watson				1,183		
Significance level				0,018*		

Dependent variable: **Organizational Citizenship Behavior**

* p<0,05

The results of regression analysis in Table 1 suggest that the overall model was significant ($R^2 = 0,069$; $F_{(4,166)} = 3,080$; $p < 0,05$). The interrelation of four independent variables (self-efficacy, hope, resiliency and optimism) was taken into account, and the R^2 (0,069) was significant at the 0,05 level. This means that 6,9% of the variance in OCB was significantly

explained by the independent variables. Among independent variables, optimism ($\beta = 0,199$; $p = 0,018$) was found to be the most important in explaining the variance in OCB.

In this study, the impact of psychological capital on OCB is analyzed through data set obtained from questionnaire method in 5 star hotels in the province of Nevsehir. As a result of regression analysis that determines the effect of subdimensions of psychological capital (self efficacy, hope, resiliency, and optimism) on OCB, optimism has a positive effect on OCB. The positive impact of optimism on OCB can be explained through optimists' determination against difficulties in work environment, being persistent for achieving targets, evaluating career opportunities and having positive attitudes towards working conditions.

The findings of this study need to be interpreted with the following limitations in mind. First limitation is that the results can not be strictly construed to be representative of all employees in hotels around the world, because this study has been conducted in Nevsehir, Turkey. Therefore, the study needs to be replicated in different industries and countries in order to generalize the findings. Second, participants may have been biased to present positive aspects of their businesses. This research aimed to investigate the impact of psychological capital on OCB in hotel businesses. For the upcoming research, it is available to investigate the psychological capital and OCB among different industries.

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