

主管道德領導與道德行為之關係研究 —兼論薪資之調節效果

The Relationship between Ethical Leadership and Ethical Behavior: The Moderating Effect of Compensation

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摘要

本研究旨在探討主管道德領導、薪資與道德行為之關係，並探討薪資對道德領導與道德行為的調節效果。研究對象為醫藥業務代表，以問卷調查方式進行資料蒐集，總計回收有效樣本 275 份。

研究結果顯示，道德領導及薪資均與道德行為有正向關係；而薪資對道德領導與道德行為之關係具負向調節效果。可見醫藥廠商若期望業務能恪守行銷規範之商業行為，除主管必須以身作則塑造道德氣氛外，配套薪資制度扮演之角色比主管道德領導更為關鍵。

關鍵字：道德領導、薪資、道德行為

ABSTRACT

This study aims to examine the relations between supervisors' moral leadership, compensation and sales representatives, which exist among pharmaceutical enterprises, and to explore the moderating effect of compensation on moral leadership and moral behaviors. The subjects under study are the domestic first-line medical sales representatives, with questionnaires survey as data collection. In total there are 275 effective samples responded.

The result of this study indicates that moral leadership and compensation are positively related to moral regulative behaviors, while compensation has moderating effect on the relationship between moral leadership and moral behaviors. The results shows that if pharmaceutical enterprises expect to see their sales representatives observing commercial behaviors in marketing regulations, it is needed that except for that supervisors have to set examples to create moral ambiance, the compensation system should play a critical role.

Keywords : Ethical leadership, Compensation, Ethical behavior