

Idiocentrism to innovative action, multi-level perspective on moderating effects of emotional self-regulation, trust and CSR

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Abstract : Through a survey of approximately 340 employees from four Chinese companies and employing cross-level analysis, this study reveals that certain cultural syndromes may exert both direct and indirect influences on such behaviors. Notably, individuals with a strong individualistic self-concept are more inclined towards innovative actions compared to their less individualistic counterparts. This research also identifies several moderating factors. For instance, trust amplifies the positive relationship between individualism and innovative actions, particularly at higher trust levels. The paper concludes by highlighting its theoretical contributions, and practical implications, and suggesting directions for future research.

Keywords : Innovation, Self-Determination Theory, Trust, Team dynamic, Allocentrism

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