

The Effect of Diversity Sensitive Orientation on Job Satisfaction and Turnover Intention

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Abstract : The main purpose of this paper is to examine the effect of diversity sensitive orientation on job satisfaction and turnover intention. Diversity sensitive orientation is the attitude of the individual to respect and accommodate diversity. This is focused on an individual's perception of diversity. Although being made from the most diversity related research team and organizational level, this study deals with diversity issues at the individual level. To test the proposed research model and hypothesis, the data were collected from 291 Korean employees. The study conducted a confirmatory factor analysis for the validity test. Furthermore, structural equation modeling (SEM) was employed to test the hypothesized relationship in the conceptual model. The results of this paper were as followings: First, diversity sensitive orientation was positively related to job satisfaction. Second, diversity sensitive orientation was negatively related to turnover intention. In other words, the positive influence of the diversity sensitive orientation has been verified. Based on the findings, this study suggested implications and directions for future research.

Keywords : diversity sensitive orientation, job satisfaction, turnover intention, perception, cognition

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