



Article Title

Trapped as a Good Worker: The Influence of Coercive Acquaintance Advertising on Work Outcomes.

Citation

By: Yuan, Bocong; Li, Jiannan; Zeng, Guojun. Cornell Hospitality Quarterly, Nov2018, Vol. 59 Issue 4, p428-441, 14p. Publisher: Sage Publications Inc

Abstract

This article examines the organization phenomenon of coercive acquaintance advertising, which is born of social media context and emerging in tourism and hospitality industry. Empirical results analyzing the multisource and time-lagged data collected from 358 travel agency employees provide general support for our hypotheses. Specifically, this article finds that the practice of coercive acquaintance advertising leads employees to suffer from inter role conflict arising from being a worker and “friend” simultaneously on their personal social media networks, which in turn can affect their job performance, job satisfaction, and turnover intention. In addition, such mediation process can be strengthened by the high-level of employee’s feedback sensitivity such that there is the moderated mediation mechanism in the relationships between coercive acquaintance advertising and employee work outcomes. The findings have theoretical and practical implications for researchers and practitioners.

Summary

The practice of coercive acquaintance advertising in organizations is found leading to negative work outcomes of hospitality employees (e.g., lower job performance and satisfaction, and higher turnover intention). Such process is further found to be mediated by inter role conflict experienced by employees which arises from playing a worker role and “friend” role simultaneously on social media networks. In addition, this underlying mediation mechanism is shown to be conditioned on feedback sensitivity of employees themselves. For those more sensitive to feedback from their “friends” on social media networks, the whole mediation effect appears to be stronger. Hence, it is necessary for tourism and hospitality enterprises and employees to jointly develop some appropriate ways of implementing coercive acquaintance advertising, to alleviate the negative impact of this organization phenomenon emerging in social media context.