

SOCIALISING SERVICE EMPLOYEES - THE PROCESS AND OUTCOMES

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ABSTRACT

When an employee in a new organizational boundary (whether new recruitment/in case of promotion) is given adequate attention and training they will easily fit to the organizational role and culture. Effective socialization enhances employees' orientation to the organization. The service literature suggests that the effective socialization of service employees help to ensure a high degree of consistency in performance, thereby a high level of service quality. Hence this study aims to describe the process of socialization and its outcome in the service sector by surveying the customer- contact employees of general insurance companies, using the Organisational Socialisation (OS) scale of Jones (1986) and Employee Service Performance scale of Liao and Chaung (2004).

KEYWORDS: *Human Resource Management, Organisational Socialisation, Service Performance, Socialisation Tactics*

Article History

Received: 20 Jun 2018 | Revised: 02 Jul 2018 | Accepted: 06 Jul 2018
