



## **Analysis of Influencing Factors of Professional Identity of Human Resource Managers in Hotel Enterprises**

Chang Chunhui<sup>1</sup>

Amer Hamzah Bin Jantan<sup>2</sup>

City University of Malaysia, Malaysia<sup>1,2</sup>

Baicheng Normal University, China<sup>1</sup>

### **Abstract**

With economic development and social changes, the living and working environment people face is also changing. In a world, full of uncertainties, people are deep in the pursuit of self-belonging, self-realization and self-identity. Occupational identity is an individual's affirmative evaluation of the occupation he or she is engaged in, and it evaluates the importance of the professional role in the individual's self-identity. The human resource managers of hotel enterprises are the leading force to mobilize the enthusiasm of all hotel employees. This part of managers recognizes and confirms their self-identity, and then forms a sense of belonging, sense of meaning and positive self-concept. It is necessary and important to study the professional identity of human resource managers in hotel companies. Human resource managers in hotel companies have a high degree of professional identity, can devote more energy to work, can balance the interests of the organization and employees, and bring more value to the enterprise. This paper applies methods such as literature research, interviews and questionnaires to analyze and study the professional identity of human resource managers in hotel companies, and puts forward assumptions about the factors affecting professional identity of human resource managers in hotel companies.

**Keywords:** Hotel enterprise, Human resource managers, Professional identity, Influencing factors

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### **Introduction**

With the development of economy and the change of society, the working and living environment faced by people is also changing rapidly and full of uncertainties. People in an uncertain world are deeply trapped in the acquisition of self-belonging, the pursuit of self-significance and the construction of self-identity. Hotel companies are a special industry. As the business card of the service industry, the development of hotel companies depends on all employees of hotel services to provide customers with satisfactory services (Zhiguo, 2020). The human resource managers of hotel enterprises are the leading force to mobilize the enthusiasm of all hotel employees. This part of managers recognizes and confirms their self-identity, and then forms a sense of belonging, sense of meaning and positive self-concept. Human resource management is developing very rapidly in China. Under the background of the era of reform and opening up, state-owned enterprises are also

gradually promoting the reform of personnel systems such as the distribution system, labor employment system, and cadre appointment system, and transition from the stage of personnel management to the stage of human resource management; the private economy and private enterprises are thriving. In terms of human resource management practice, human resource management has been actively trying and constantly developing new ideas. Since then, the human resource management profession has become an important category of profession in my country's economy and society (Chunxu, 2021).

In the traditional human resource performance management mode, there are reasons such as rigid incentive methods, imperfect incentive systems, single incentive methods, and imperfect human resource management mechanisms. A series of problems such as high personnel mobility has emerged. problems, then it will not be possible to fully mobilize the enthusiasm of employees for production, which will cause problems in the production and operation of enterprises in the long run (Yuheng, 2021). As a hotel manager, in order to achieve a good connection between employee service and customer satisfaction, we must have corresponding countermeasures to solve these existing problems well. The most fundamental starting point should be to adhere to the "people-oriented" Based on survival and development (Yi, 2022).

With the development of the market economy and the intensification of global competition, more and more hotel companies have begun to adopt more flexible employment strategies, and the employment environment has gradually shifted from internalization to externalization, and the model of "unit person" and "organization person" dwindling. At the same time, the importance of professional identity began to be highlighted. Employees weaken their attachment to a single organization, psychologically reduce their loyalty to the enterprise, and turn to appeal for employability and professional development as well as commitment to the profession. Correspondingly, the responsibility for career management begins to return to employee self-management (Xuemin, 2019). Employees begin to pay more attention to their own competitiveness in the labor force market and the development of professional ability, especially for those employees with a relatively high degree of professionalization, they are more eager to pay attention to their own professional development and improvement (Zichao, 2022). An important feature of the human resources management profession in hotel enterprises is the characteristic of "sandwich biscuits", that is, as a bridge connecting employers and employees, they often face the problem of balancing organizational interests and employee interests, management and service, legal principles and human feelings. Therefore, it is extremely necessary to study the professional psychology of professional identity.

## Literature Review

### Connotation of occupation

Occupation refers to people who undertake certain responsibilities to society in social life and engage in paid, specialized social business labor (Hailan, 2018). Occupation plays an extremely important role in individual life and social structure. It is "the category of social work that practitioners engage in to obtain the main source of livelihood", and it is closely related to people's daily life.

Jintang (2019) pointed out that occupation is a paid job that workers can engage in stably. First of all, occupation means being able to attract laborers to devote themselves to the occupation stably for a long time; secondly, occupation means being able to bring certain economic income to laborers. Associated with the concept of occupation are laborers and labor roles or identities. Any special category of social business labor or type of work must have a corresponding labor subject - laborers. Human resource managers who work in human resource management; accountants who work in finance, and so on. Some scholars also position occupations from the perspective of labor roles, and believe that occupations "are the labor roles obtained by workers who are sufficiently stable to engage in a paid job" (Lirong, 2020). Recognition of labor roles or identities associated with occupations is critical to understanding occupational identity.

### **Social identity theory**

Taifel (1981) pointed out that the salient significance of a particular group or social category emerges only in comparison and contrast with other groups or social categories. The evaluation of the in-group depends on the comparison with the out-group as a reference. When making intergroup social comparisons, especially when the in group has positive specificity, and the in group performs better than the outgroup on a certain dimension of comparison, the members of the in group will have positive self-evaluation and higher level of self-esteem. On the contrary, in the process of social comparison, if the in group lacks positive specificity, ingroup members may have negative self-evaluation and lower self-esteem level. Jianfeng (2022) agreed with Taifel's point of view in his research, and believed that there are three important strategies for deconstruction and reconstruction: one is social mobility, that is, people try to leave the low-status group they belonged to and join a high-status group; It is social creation, that is, redefining the characteristics of the in group or choosing different comparison groups and comparison dimensions, so that social identity becomes relatively positive. The third is social competition, that is, through confrontation (including negotiations, demonstrations, and struggles) between groups to update and change their status.

The theory of social identity also points out that the constructed identity also faces the problem of deconstruction and reconstruction. The so-called identity deconstruction means that the actor no longer has a sense of identification with a certain group qualification in him, and he seeks to give up or break away from this group qualification, and devotes himself to pursuing a new group qualification. With the help of the perspective of identity deconstruction and reconstruction, social identity theory can deal with more grand issues such as social mobility and social change (Fang Wen, 2018).

### **Self-Categorization theory**

The theory of self-categorization was formed in the 1980s by Turner, a disciple of Taifel, and others (1987). Self-categorization theory is rooted in social identity theory and is an extension and expansion of social identity theory. Based on 12 assumptions widely used in social psychology, it proposes 3 general assumptions and 14 more specific assumptions, thus forming a complete theoretical system (Tian, Chunhua, and Yixiao, 2019).

An important work of self-categorization theory is the accurate distinction between personal identity and social identity. Wang Zhen (2021) believes that in social psychology, there is a widely-used assumption: in social self-concept, at least three abstract levels of self-categorization are very important. High level of self-as-humanity, self-categorization based on one's identity as a human being, common traits shared with other members of humanity; intermediate level of in-group-out-group categorization, based on social similarities and differences among humans, Identifying a person as a member of certain social groups and not of others; a secondary level of personal self-categorization based on the distinction between a person as a distinct individual and members of other in groups that identifies the individual for a specific individual.

### **Professional identity theory**

Blau (1985) believed that occupational identity is an individual's positive attitude and strong sense of devotion to a certain occupation, which is reflected in the individual's desire to maintain the occupation and the degree of liking for the occupation. Jian-feng, Shun-yi and Gui-yao (2017) believe that defining professional identity is "an individual's positive evaluation of the work he is engaged in, and the work he is engaged in plays an important role in the individual's self-definition".

Comparing the definitions of professional identity and professional commitment, we can see that there are many overlaps in the connotation (especially in the emotional dimension) of the two. Therefore, some scholars regard professional identity as a component of professional commitment. Cafferkey, Heffernan, Harney et al. (2018) believe that professional commitment can

be measured from the degree of personal identification with the value of one's own occupation and the need to achieve progress. Measured by the amount of time spent in the occupation.

Huiqing (2021) studied the professional identity of social workers, and believed that the professional identity of social workers includes two categories of self-identity and social identity, specifically including unified professional self-identity, continuous professional self-identity, emotional professional social identity, Four factors of social identity of valued profession. Unified occupational self-identity refers to the unified cognition of occupation and the experience and behavior tendency brought by this cognition; continuous occupational self-identity refers to the continuous cognition of occupation and the resulting experience and behavioral tendencies, etc.; emotional occupational social identity refers to the individual's emotional experience of a profession based on the public's understanding of the status and function of a certain occupation; The value judgment of a profession is based on the understanding of the status and function of a profession.

Juan (2019) studied the professional group of tour guides, and believed that the professional identity of tour guides includes two aspects: identification psychology and identification behavior. Among them, occupational identity psychology includes four dimensions: self-identity, relational identity, organizational identity, and reference group identity. Among them, self-identity refers to how the individual perceives the "I" in the tour guide profession in society, and thus produces positive or negative self-experience; relational identification refers to the social role fulfilled by tour guides through communication and cooperation. , perform personal social functions, and judge the self in its related interpersonal relationships to form a relationship identity; organizational identity refers to the self-construction of individual tour guides derived from the identity of organizational membership; it is manifested in the sense of belonging, sense of belonging, and Aspects such as pride and loyalty; reference group identification refers to the recognition and respect of the professional group of tour guides and the work of tour guides by social groups (except the organization) that are of special significance to the individual.

Factors in individual personality characteristics will also have a greater impact on professional identity. Farndale and Sanders (2017) research on sentimentality found that people with high sentimentality are prone to nostalgia and gain emotional experience from it. This personality will affect the retention of past professional experience and professional identity, thereby affecting the level of professional identity. Individual growth initiative and individual coping styles (reactive, contemplative, repressive) will affect their career exploration behavior, and then affect their career identity level.

Management policies and systems in the organization will also affect employees' professional identity. Zhan Xiao-ju et al. (2020) studied the impact of communication styles in organizations on employees' organizational identity and professional identity. They divide the communication methods in organizations into vertical communication and horizontal communication. Among them, vertical communication is related to work, which is manifested as the flow of information from top to bottom and bottom to top in the organizational hierarchy. Horizontal communication is task-related and informal, in which information flows between people who are equal in the organizational hierarchy. On this basis, they believe that vertical communication is positively related to organizational identity and is more important for predicting organizational identity; while horizontal communication is positively related to professional identity and is more important for predicting professional identity.

Some researchers have also noticed the influence of social and historical factors on professional identity. Changjuan (2019) pointed out in her research on the professional identity of nurses that initially, nursing was regarded as part of the female range (family and women), and was underestimated due to gender segregation. Thus, taking a historical perspective, the evolution of a nurse's professional identity can be understood in terms of the social development of female identity. More specifically, social characteristics such as the social image of a certain profession, the status and prestige of the profession in society will affect people's degree of identification with the profession.

Wenxia and Xun (2017) once pointed out that organizational reputation will affect organizational identity when studying organizational identity. When an organization has a good reputation, its members will feel that they have social approval and recognition, and will be proud of belonging to this organization, thereby improving their identification with the organization. Its internal mechanism is that individuals will identify with a certain group out of the motivation of self-esteem. It is not difficult to infer from this that occupations with higher social prestige can strengthen the practitioners' self-esteem and identification with the occupation. Lanxia and Liangting's (2019) empirical research shows the relationship between professional identity and attitude variables such as job satisfaction, turnover intention, work stress, and job burnout. Most studies believe that professional identity has a positive effect on job satisfaction, and a negative effect on turnover intention, work stress, and job burnout.

Shuhua and Guangwen (2022) took primary and secondary school teachers as the research object, and divided their turnover intention into adjustment intention and job change intention, and found through empirical research that professional identity has a significant negative effect on adjustment intention and job change intention. predictive power. Career identity has a significant positive predictive power on job satisfaction, and job satisfaction plays a partial mediating role in the relationship between career identity and turnover intention. Ling et al. (2019) took nurses as the research object and pointed out that professional identity is negatively related to work stress and job burnout, that is, the higher the level of professional identity of nurses, the lower their perceived work pressure and job burnout. Edward et al. (2017) emphasized in their research on the impact of occupational identity on work attitudes that exploring the relationship between occupational identity and behavioral outcomes such as job performance and organizational citizenship behavior will help deepen research on the topic of occupational identity. Guibin Chunhui (2022) took university teachers as the research objects and empirically tested the relationship between personality traits, professional identity and job performance. Professional identity also plays a moderating role between extraverted personality and teaching performance.

In terms of research on the professional identity of social workers, Shaolei et al. (2020) compared the different effects of institutional nature and professional background on social work professional identity. Through interviews with some heads of institutions (including department heads) that provide social work services, he found that institutional heads' professional identification with social work is more influenced by institutional factors than by professional education background. That is to say, the recognition and acceptance of social work by the head of the organization is closely related to the nature of the organization; in comparison, whether the head of the organization has received professional education in social work has no obvious impact on whether they recognize and accept the social work profession. Xiaodan (2022) investigated the influencing factors of social workers' professional identity. Taking social workers as the research object, she pointed out that social workers' identification with their profession is affected by factors such as age, education, satisfaction with interpersonal relationships, working environment, family support, and personality.

## **Research Methodology**

The empirical basis of this article comes from the above-mentioned case study organization of qualitative research. This study selected 37 Chinese hotel human resource managers for investigation and discussion. The problem of professional identity. This study collects data through a combination of offline and online questionnaires. Before the formal investigation, the research team contacted the hotel's HR department manager or relevant person in charge, and took them as the key investigators. After randomly selecting the personnel on the list, the research team set up a corporate research WeChat group for subsequent distribution of the paper version Questionnaire; secondly, before the questionnaire was issued, in order to better control the common method bias, the respondents were clearly informed that all questionnaires were filled in anonymously, and the information obtained was for scientific research use only, and the research purpose, precautions and collection process were introduced. A total of 41 questionnaires were distributed, and 37 valid



questionnaires were recovered, with an effective recovery rate of 90.24%. Hotel human resources managers are chosen because they are in the middle of the balance in hotel management, and their work status will affect shareholders and employees. The objects participating in the survey are grouped according to their working years. The average working age is 11.2 years old, the highest working age is 29.3 years old, and the minimum working age is 4.8 years old.

## Results and Analysis

On the basis of determining the core constructs and the relationship between variables, this paper first consulted the relevant literature on the measurement of each construct, and combined with the purpose of this study to select a highly suitable measurement scale. This study mainly uses the existing research scales, which generally have high reliability and validity because they have been used by different researchers in different surveyed groups. Occupational identity is the most core variable in this study. The measurement scale of occupational identity can be roughly divided into two types, one is pan-professional, and the other is occupation-specific. This study focuses on the occupational identity of human resource managers in hotel companies, pointing to established occupations, so it is mainly selected from occupation-specific scales.

In China, the professional identity measurement scale for teachers and nurses is relatively mature. Considering that teachers' professional teaching and education have certain similarities with corporate human resource managers' training and development of employees, this study mainly draws on the measurement scale of teachers' professional identity. Combining the spiritual core of professional identity, this research extracts some items from the professional identity scale developed by Shuhua (2018). Compared with the scale of Mael and Ashforth (1992), the second is to select some items with higher factor loads based on the size of the factor loads.

This study believes that self-efficacy affects individuals' identification with occupations from two aspects. First, cognitive aspects. Social identity theory points out that individuals have the desire to establish and maintain a positive self-image (Tajfel and Turner, 1986), and need to establish positive cognition and evaluation of themselves. Occupation is an important part of individual self-identity and the main way to realize the value of life. Positive professional ability evaluation, that is, higher professional self-efficacy is helpful to the formation of self-professional identity. Specifically, self-efficacy affects career identity by affecting career choice and career persistence. This is because self-efficacy provides people with the cognitive resources to do their jobs well, and helps to establish and strengthen their commitment to completing work tasks and beliefs about achieving higher job performance, which in turn affects identification with specific occupations.

Hypothesis 1: General self-efficacy positively affects professional identity.

Higher interpersonal self-efficacy helps to improve the competency expectations in social situations, enabling them to take a proactive attitude to deal with different social situations, and to be handy in a large number of interpersonal activities, thereby achieving higher work performance, forming the identity of the human resource management profession.

Hypothesis 2: Interpersonal self-efficacy positively affects professional identity.

For hotel, human resource managers, this study expects that social work values have a positive impact on their professional identity. The sense of identity will also be higher.

Hypothesis 3: Social work values have a positive impact on professional identity.

There are two approaches to research on professional image: one is to start from the subject of professional image, that is, to take the implicit or explicit professionalism displayed by practitioners as the starting point, and think that professional image is the overall performance presented by relevant practitioners. status; the other is defined from the object's evaluation of practitioners, who think that professional image is essentially a social evaluation. Social identity theory points out that individuals have the motivation to construct a positive self-concept, and an

individual's sense of identity is not only affected by group membership, but also by the evaluation of the group. Positive group images (such as organizational image, professional image) are conducive to the construction and maintenance of individual self-concept, and then form and strengthen the sense of identity with the group to which they belong.

Ashmore et al. (2004) pointed out that evaluation can affect identity from two different aspects, one is the influence of how the individual evaluates himself; the other is the influence of how others evaluate. Combined with the previous discussion on professional image, this study believes that both self-professional image perception and public professional image perception will have an impact on professional identity.

Hypothesis 4: Self-professional image perception positively affects professional identity.

The reason why public professional image perception affects professional identity is that the higher the professional prestige and more reputation perceived by practitioners, the easier it is to gain self-esteem from identity. When a profession has high prestige, practitioners feel proud of belonging to the profession group and feel that they have social recognition, which in turn improves the professional identity of members. Jin (2022) pointed out that occupations with a good image and reputation can attract more talents to join, and win more self-esteem and recognition from practitioners; on the contrary, occupations with poor image and reputation are more difficult to win the favor of talents and identity, and are more likely to generate career-level mobility.

Hypothesis 5: Public professional image perception positively affects HR professional identity.

Through interviews and theoretical deduction, this study constructs a model of influencing factors of the professional identity of human resource managers in enterprises, and empirically tests the effect of antecedent variables of individual characteristics and occupational characteristics on the professional identity of human resource managers in hotel enterprises. The main research conclusions are as follows:

General self-efficacy positively affects professional identity. The general sense of self-efficacy believes that self-efficacy is a relatively stable trait or personality, and it is a kind of overall self-confidence when an individual respond to various environments. This study shows that general self-efficacy has a significant positive impact on the professional identity of human resource managers. For corporate human resource managers, the higher the level of general self-efficacy, the higher the level of professional identity.

Interpersonal self-efficacy positively affects the professional identity of human resource managers. Individuals with a strong sense of interpersonal efficacy are more competent in interpersonal communication activities and achieve results in interpersonal communication activities. A major feature of the human resource management profession is that the proportion of interpersonal communication has increased. Interpersonal communication skills and communication effectiveness are important guarantees for enterprise human resource managers to carry out their work smoothly. A strong sense of interpersonal self-efficacy can help improve human resource management. Candidates' professional competence expectations and sense of accomplishment affect their level of professional identity.

Social work values positively affect the professional identity of human resource managers. Social work values positively affect the professional identity of human resource managers. The more corporate human resource managers hold and believe in social work values, the higher their level of identification with the human resource management profession (Fei, 2020).

Self-professional image perception significantly positively affects the professional identity of human resource managers. For hotel enterprise, human resource managers, the better their self-perceived human resource management professional image, the higher their identification with human resource management profession.

Public professional image perception affects human resource managers' professional identity partly through self-professional image perception. Self-professional image perception plays a partial mediating role between public professional image perception and professional identity,

because there is a process of interpretation and meaning construction between public professional image perception and self-professional image perception, and a positive public image. The negative public image may also be magnified and reduced. Therefore, public professional image perception will affect professional identity through self-professional image perception.

### **Research Limitation and Future Direction**

This study constructs model assumptions on the influencing factors of professional identity of human resource managers in hotel companies, but there are still limitations in the comprehensiveness and comprehensiveness of the model. As far as the outcome variables of the professional identity of human resource managers in hotel companies are concerned, this study mainly focuses on the work output variables, and does not include possible outcome variables such as hotel job burnout and work stress into the theoretical framework.

This study examines the professional identity of human resource managers in hotel companies as a state variable, and discusses the professional identity as a result state. In the future, it is possible to study the formation process of professional identity of human resource managers in hotel companies and investigate the dynamic change process of professional identity of human resource managers in hotel companies.

### **Conclusions**

The main conclusions of this study are: general self-efficacy positively affects professional identity; interpersonal self-efficacy positively affects human resource managers' professional identity. Social work values positively affect the professional identity of human resource managers; the perception of self-professional image significantly and positively affects the professional identity of human resource managers; the perception of public professional image affects the professional identity of human resource managers partly through the perception of self-professional image ; Self-professional image perception plays a partial mediating role between public professional image perception and professional identity. This study believes that the employees of hotel companies have a high degree of professional identity, and their voice behavior can promote the development of the company, and it is also necessary for the development of the organization. In the daily management process, we should pay attention to the proactive remarks of hotel employees. By providing more support to employees, understanding and recognizing their contributions, it can better help employees identify with the organizational culture, strengthen organizational self-esteem and sense of integration, so that employees can spontaneously put forward more views and remarks that are beneficial to organizational construction ( Jia Jinan, 2020). Invest resources to train employees, establish a sense of "ownership", convey the sense of responsibility of the hotel company to every employee's consciousness, and enhance subjective initiative. Managers of hotel companies should care about their employees and give them support in terms of personal emotions, life and work, so as to enhance their professional identity (Huang Qing, 2019).

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