

THE EFFECTS OF PERCEIVED ROLE, CAREER, GOAL AND PERFORMANCE AMBIGUITY ON EMPLOYEE'S PERFORMANCE

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ABSTRACT

The purpose of this study is to determine the effects of perceived role, career, goal and performance ambiguity on employee's task and conceptual performance. The research is designed on the firms in three different sectors such as automotive, textile and food. The research model was constructed around four independent variables (role, career, goal and performance ambiguity) and a dependent variable (task and conceptual performance). Five scales used to measure the perceptions included from the related literature. The cronbach alpha values for each survey were over 0.85. To determine the validity level of the surveys, we conducted confirmatory factor analysis and found that all surveys we implicated are between acceptable limits of goodness of fit index. Totally 239 employees respond the surveys. First, we used Principle Components Analysis (PCA) to create indices for ambiguity perception. The principle component analysis shows us that the employees included in the study generally were in role, goal, career and performance ambiguity. Then, to estimate the effects of the perceived role, career, goal and performance ambiguity on employee's task and conceptual performance, the multiple regression analysis were conducted. The results show us that there is a statistically significant effect of role and goal ambiguity on employee's task performance. The other main result from the multiple regression analysis is that there is a statistically significant effect of role and performance ambiguity on the employee's conceptual performance.

Key Words: Role ambiguity, goal ambiguity, career ambiguity, performance ambiguity, task performance, conceptual performance.