

研究論文

## 危機不確定感對組織聲譽的影響

姚惠忠、賴裕濱、林錦宏、凌儀玲

### 摘要

本研究以情緒認知雙因素模型為理論架構，探討因危害不確定感所引發的認知與情緒是如何相互作用及其所造成的影響。研究結果不僅驗證不確定感會影響組織聲譽，還發現不確定感是如何對組織聲譽產生影響的路徑。主要發現包括：(1) 恐懼透過風險知覺影響怒氣。(2) 風險知覺透過怒氣影響責任知覺。(3) 誘發風險與責任知覺的情緒來源不同。(4) 組織欲進行形象或聲譽修護，應該兼顧責任知覺與風險知覺。(5) 認知導向與情緒導向模式同時存在且交替出現。根據以上研究發現與結論，本研究指出若干對危機傳播理論的貢獻與管理意涵。

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本研究給危機管理者最大的啟示是：重視並針對公眾風險知覺的危機回應策略，才是真正以公眾為中心的危機傳播思維。

關鍵詞：不確定感、組織聲譽、負面情緒、風險知覺、責任知覺

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Research Article

## How Uncertainty Affects an Organization's Reputation during Crises

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### Abstract

Based on the emotion-cognition dual-factor model of crisis communication, this study aimed to investigate the interactions and consequences of uncertainty-invoked cognition and emotion. The research results not only verified that uncertainty affects the reputation of the organization but also showed how uncertainty affects the reputation of the organization. The main findings included the following: 1) fear affects anger through risk perception; 2) risk perception affects responsibility through anger; 3) fear triggers risk perceptions, while anger triggers responsibility perceptions; 4) an organization seeking to repair its image/reputation should focus on public perceptions of risk and responsibility; and 5) cognitive-oriented and emotional-oriented modes exist

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both simultaneously and alternately. The findings of our study contribute to crisis communication theories and have managerial implications, suggesting that a crisis response strategy based on the target audience's perceptions of risk could foster public-centered thought about crisis communication.

**Keywords:** uncertainty, organization reputation, negative emotions, risk perception, responsibility perception

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## 致謝

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