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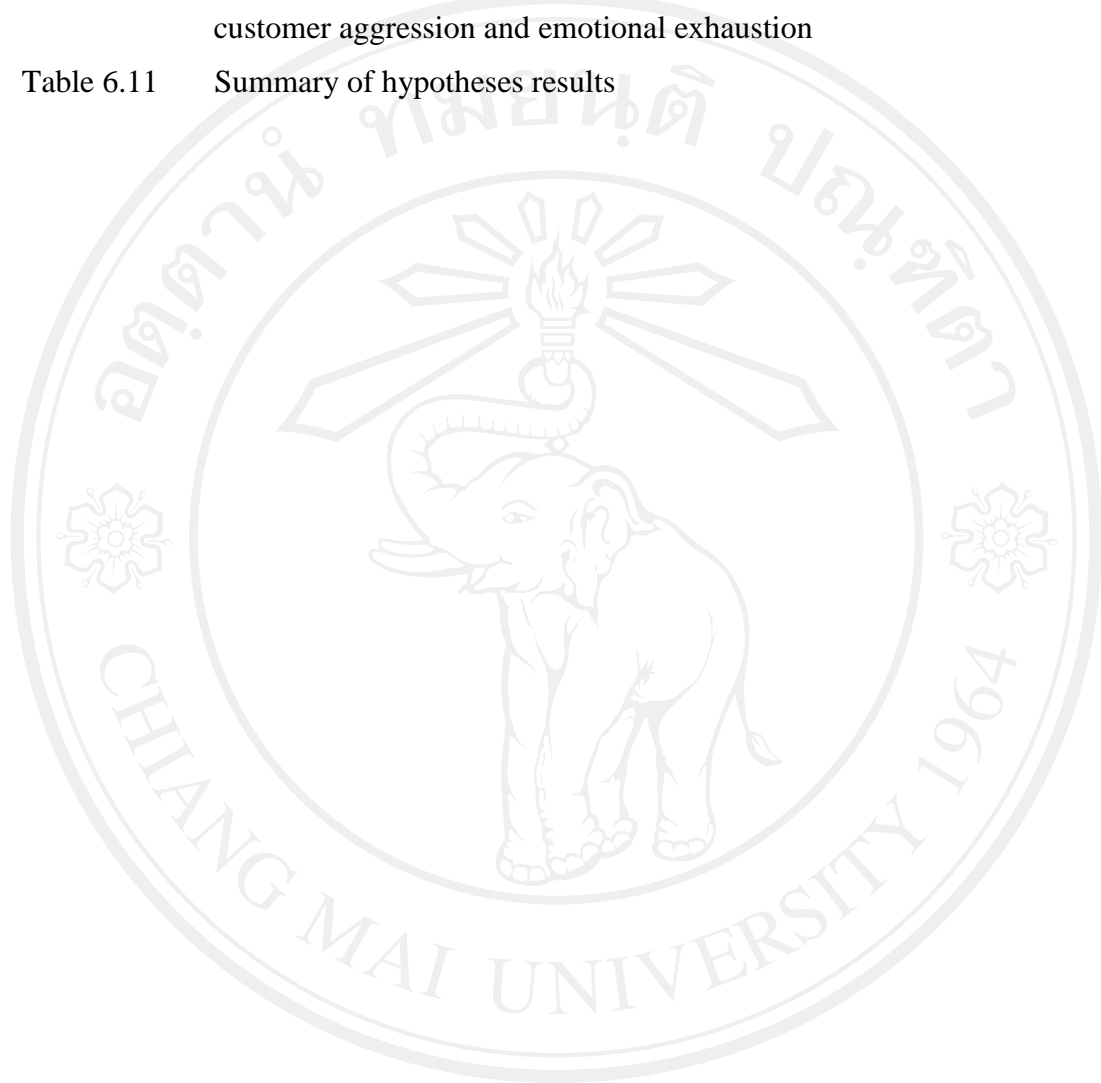
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ข้อความแห่งการริเริ่ม

- 1) วิทยานิพนธ์นี้ เป็นเล่มแรกที่ศึกษากระบวนการความรู้สึกลึกซึ้งที่พนักงานบริการส่วนหน้าใช้ประเมินเหตุการณ์เมื่อเผชิญกับความก้าวร้าวของลูกค้าที่แสดงออกมาในรูปของการคุกคามหลากหลายประเภท เช่น การคุกคามความมีคุณค่าในตนเอง การคุกคามเป้าหมายในการทำงาน เป็นต้น และการคุกคามเหล่านี้ส่งผลกระทบต่อสุขภาพทางจิตของพนักงานบริการส่วนหน้า
- 2) วิทยานิพนธ์เล่มนี้แสดงให้เห็นถึงตัวแปร “นโยบายขององค์กรที่ว่าลูกค้าถูกต้องเสมอ” ที่ส่งเสริมให้ระดับความสัมพันธ์ระหว่างความก้าวร้าวของลูกค้าและการคุกคามประเภทต่างๆ มีความเข้มแข็งขึ้น ในขณะที่ความฉลาดทางอารมณ์ของพนักงานบริการส่วนหน้า เป็นตัวแปรที่ช่วยทำให้ระดับความสัมพันธ์ระหว่างการคุกคาม และความอ่อนล้าทางอารมณ์อ่อนแอลง ซึ่งยังไม่เคยมีใครศึกษาเรื่องนี้เลย

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STATEMENT OF ORIGINALITY

1. This dissertation is the first study that examined FLEs cognitive appraisal when facing with customer aggression into various kinds of threats i.e., threats to self-esteem, threats to goal at work and these threats impact FLEs psychological well-being.
2. This dissertation illustrated that ‘customer is always right’ organizational philosophy factor exacerbated the relationship between customer aggression and cognitive appraisal whereas emotional intelligent buffered the relationship between cognitive appraisal and emotional exhaustion. These findings have not been investigated.

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