

TOWARD A THEORY OF WORKPLACE EVENTS: EXTENDING AFFECTIVE EVENTS THEORY TO THE COGNITIVE DOMAIN

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Working Paper 54/03
August 2003

WORKING PAPER SERIES

ISSN 1327-5216

Abstract

In this paper, we argue that a more complete picture of events is required in order to manage better relationships inside and outside the organization (i.e., employees and customers). We take a step toward building a theory of events occurring within the business context by extrapolating from Affective Events Theory and its notion of affective events to introduce the complementary notion of cognitive events. We then develop a model to propose how characteristics of the perceiver and the event influence whether a workplace or purchasing event is perceived as a cognitive or affective event and, how the type of event influences the outcomes associated with a given event.

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