

Self Efficacy, Role Conflict, and Job Satisfaction: A Mediation Analysis of Job Participation in Tourism Village Development Volunteers

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Abstract

This study investigates the relationship between self-efficacy, role conflict, job participation, and job satisfaction in the context of tourism village development volunteers. It also investigates the moderating role of Job Participation on the relationship between self-efficacy, role conflict and ambiguity, and job satisfaction. Data was collected from 225 volunteers and tourism village development managers in Bojonegoro Regency. The findings show that self-efficacy is positively related to job participation, while role conflict has no effect on job participation. Self-efficacy and role conflict also have a positive effect on job satisfaction. With regard to the moderating role of job participation, the findings show that there is an indirect relationship between self-efficacy and job satisfaction that is stronger with job participation. Additionally, the results of this study suggest that self-efficacy plays a crucial role in motivating tourism village development volunteers to actively participate in their roles, contributing to their overall job satisfaction. Furthermore, the findings highlight the importance of addressing and managing role conflicts to ensure a positive impact on job satisfaction among volunteers and tourism village development managers in Bojonegoro Regency.

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1. Introduction

The tourism village program is a vital breakthrough to develop a new economic model for villages in Indonesia. This program aims to enable local village communities to optimize the tourism potential in the region to improve the local economy. Through the tourism village development model, the welfare of village communities can increase, and urbanization can also be suppressed through various employment opportunities provided by new tourism developments.

Tourist village management volunteers have an essential role in developing tourist villages. Job satisfaction of tourism village volunteers must receive primary attention to ensure the sustainability of the village tourism being developed. Job satisfaction is one factor that influences optimal work success in achieving organizational goals (Riyanto et al., 2021). The various tasks given to tourist village volunteers will run more effectively if the employees are satisfied. The performance problems of tourism village managers are also related to the high turnover rate of tourist village volunteers. Several contributing factors include leadership factors, role conflicts as managers, and the problem of limited opportunities for expression or self-efficacy in tourism village programs.

Job participation can allow employees to participate in the decision-making process regarding their work (Kanungo, 1982). This involvement can empower employees with a sense of ownership and responsibility for the results of their work, which can increase job satisfaction (S. Wood & de Menezes, 2011). In tourism village development programs, clarity is needed on how volunteers learn and develop skills. This opportunity can increase job satisfaction because

tourist village employees or volunteers feel that their work provides the potential for career growth and development.

Various factors, both individual and organizational factors, influence job participation. Leadership style, self-efficacy, and role clarity are several factors that can increase the job participation of tourism village managers. Understanding and managing these factors can help organizations create a work environment that supports employee participation and creates job satisfaction for the individuals involved, which can contribute to the overall success and well-being of the organization (Farisi & Siswadi, 2022).

Role conflict in employees can harm the psychological well-being and performance of workers (Nowrouzi-Kia et al., 2022). Good management, open communication, and flexibility in task assignment can help overcome this role conflict. HR role clarity can also involve the manager's role in aligning expectations, clarifying, and creating a work environment that supports employees in effectively carrying out their roles (Ranihusna et al., 2020).

Self-efficacy is an individual's belief in his or her ability to carry out specific tasks well (Hardy et al., 1980). The concept of self-efficacy refers to self-regulation theory and social cognitive theory (R. Wood & Bandura, 1989). The level of self-efficacy can influence a person's behavior and achievements. Individuals with high self-efficacy tend to be braver in taking more proactive actions, trying to overcome obstacles, and achieving the goals set.

In the context of volunteer activities such as tourism village management programs, the volunteers' self-efficacy can be an essential predictor in achieving their goals. Therefore, understanding and developing self-efficacy can have positive implications in increasing the contribution of the individuals involved and ultimately supporting the achievement of organizational goals.

Role conflict is a conflict between work and personal life (Maden-Eyiusta, 2021a). Individuals may experience role conflict when job demands conflict with their responsibilities or needs outside work. In non-formal programs such as the tourist village management program, where most of the volunteers have main jobs other than developing tourist villages, discussing role conflict is vital in optimizing the role of the volunteers involved in it.

Role conflict in a volunteer program can arise when volunteers face conflicting demands or expectations between their roles (Farisi & Siswadi, 2022). Volunteers often have many responsibilities and roles outside of their volunteer activities. Priority conflicts can arise when a volunteer's duties or activities compete with the responsibilities of the volunteer's primary job. Tourism village development programs also often have busy schedules, and volunteers may need time conflicts when two or more programs expect their presence simultaneously.

This research examines the influence of self-efficacy and role conflict on job participation and job satisfaction of volunteers involved in managing tourist villages. A series of hypotheses and a conceptual research framework are proposed, as presented in Figure 1. Through this research, it is hoped that helpful information can be found to improve the management and welfare of volunteers involved in managing tourist villages.

Research Conceptual Framework

A conceptual framework was prepared based on the background and review of previous research on self-efficacy, role conflict, job participation, and job satisfaction. The research conceptual framework in Figure 1 illustrates the relationship between the variables hypothesized in this research.

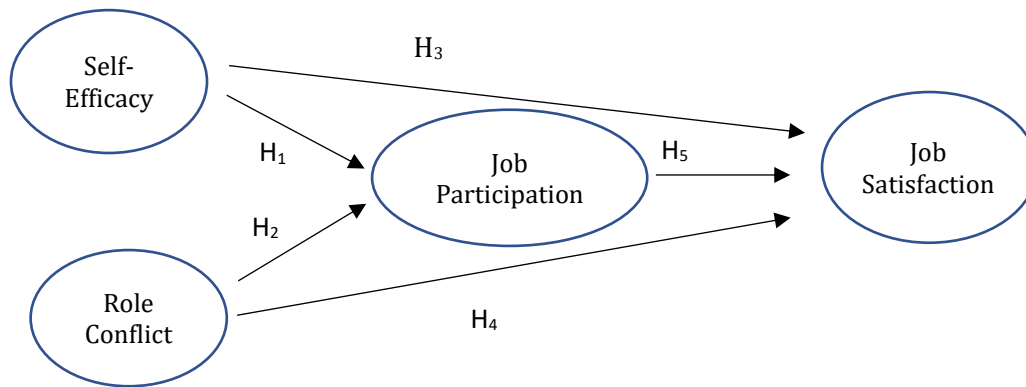


Figure 1. Conceptual framework and Research Hypothesis

- H1 : Self-Efficacy Influences Job Participation in Tourism Village Development Volunteers.
- H2 : Role Conflict Influences Job Participation in Tourism Village Development Volunteers.
- H3 : Self-Efficacy Influences Job Satisfaction in Tourism Village Development Volunteers.
- H4 : Role Conflict Influences Job Satisfaction of Tourism Village Development Volunteers.
- H5 : Job Participation Influences Job Satisfaction of Tourism Village Development Volunteers.
- H6 : Job Participation mediates the influence of self-efficacy on job satisfaction of village tourism program volunteers.
- H7 : Job Participation mediates the influence of role conflict on job satisfaction of village tourism program volunteers

2. Methods

Determination of the sample size for this study uses minimum likelihood estimation in the context of Structural Equation Modeling (SEM). SEM is a powerful statistical technique to analyze the relationship between observed and latent variables (J. F. Hair et al., 2010). The population of this research is all Tourism Village activists who are members of ASIDEWI (Indonesian Tourism Village Association). The researcher took the minimum requirements in the SEM model, which suggests a sample size range of between 100 to 200 samples (J. F. Hair et al., 2021), so the sample size in this study is more than 100 people to meet the SEM analysis requirements.

The research sample of volunteers for the tourist village program came from 36 villages in Bojonegoro Regency, and 250 research questionnaires were submitted to the managers of these tourist villages. The final result is that 225 have been filled in completely for research data analysis (response rate: 90%).

The profile of respondents summarized in Table 1 shows that the majority are men (84.9%), and the majority (59.6%) are between 20 and 30 years old. Regarding education level, most respondents had a high school education (46.2%). In contrast, in terms of length of involvement in village development programs, most respondents had been involved as tourism village development volunteers for less than three years.

Table 1. The Profile of Respondents

	Frequency	Percentage
Gender		
Male	191	84,9%
Female	34	15,1%
Age		
20-30	127	56,4%
31-40	74	32,9%
> 40	24	10,7%
Education Background		
Junior School	44	19,6%

Senor Highschool	134	59,6%
Diploma/ Bachelor	47	20,9%
Period involved in Tourism Village Development		
Less than 3 Years	104	46,2%
4-7 Years	92	40,9%
7-10 Years	23	10,2%
More Than 10 Years	6	2,7%

Source: Questionnaire Tabulation (2023)

The analytical method used in the research is structural equation model analysis with Smart Partial Least Square (SEM-PLS). In the multidimensional model, the data processing technique used in PLS is second order construction, by dividing the research stages into two parts, assessing high-level constructs and low-level constructs (Hair et al., 2010).

The research questionnaire is divided into two parts, the first part collects demographic information from respondents, while the second part measures research variables. Respondents' perception statements were rated on a five-point scale ranging from strongly disagree (1) to strongly agree (5). Five indicator questions based on Bandura, (1991) were used to assess self-efficacy. Role Conflict is measured with four statement items referring to Pandey & Kumar, (1997), Job participation is measured with four statement indicators based on studies from (Safii et al., 2023), and work performance with 5 statement items referring to (Orgambidez & Almeida, 2020) . Figure 2 is the full research model in PLS for analysis in this research.

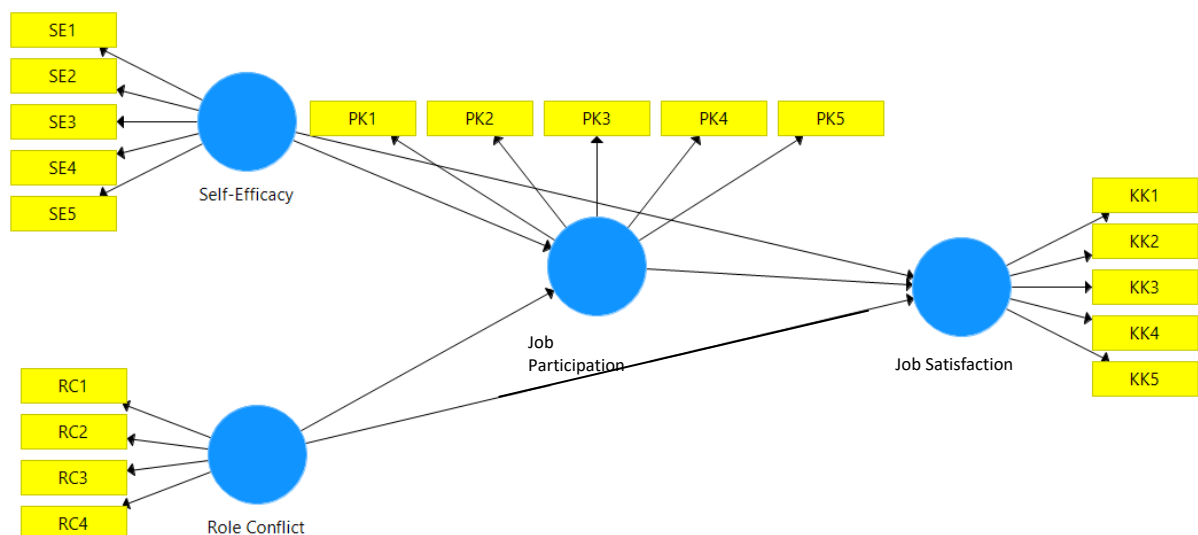


Figure 2. Research Full Model

3. Results and Discussion

3.1. Results

Model Feasibility Test

In multivariate analysis using SmartPLS, there are three things to assess the suitability of the model, namely Convergent Validity, Discriminant Validity, and Composite Reliability. Outer model analysis using SmartPLS is used to ensure the level of conformity between variables and their measurements. Convergent Validity is used to determine the validity of each relationship between indicators and latent variables. The loading factor value must have a value above 0.5, while for reliability the composite reliability value must be more than 0.7.

From Table 2 which summarizes loading factor, it was found that several items still had a loading factor of less than 0.05, namely for role conflict 4, and Job Satisfaction 2. So these items had to be deleted from the SEM-PLS model.

Table 2. Loading Factor of Convergent Validity

Variables	Item	Loading Factor	Cut Off	Intrepretation
Self-Efficacy	SE1	0.806	0.5	Valid
	SE2	0.517	0.5	Valid
	SE3	0.779	0.5	Valid
	SE4	0.684	0.5	Valid
	SE5	0.785	0.5	Valid
Role Conflict	RC1	0.831	0.5	Valid
	RC2	0.676	0.5	Valid
	RC3	0.800	0.5	Valid
	RC4	0.443	0.5	Not Valid
Job Participation	PK1	0.770	0.5	Valid
	PK2	0.694	0.5	Valid
	PK3	0.697	0.5	Valid
	PK4	0.549	0.5	Valid
	PK5	0.634	0.5	Valid
Job Satisfaction	KK1	0.782	0.5	Valid
	KK2	0.443	0.5	Not Valid
	KK3	0.859	0.5	Valid
	KK4	0.897	0.5	Valid
	KK5	0.524	0.5	Valid

Source: SEM-PLS Analysis Output (2023)

Furthermore, the Goodness of fit index is used in research to determine the overall accuracy of a model from the inner model and outer model. Goodness of fit in PLS analysis is carried out using Q-square predictive relevance (Q^2).

Table 3. Average values Communalities Index and Goodnes of Fit Test

Variabel	AVE	R Square
Job Participation	0.742	0.678
Job Satisfaction	0.686	0.492
Role Conflict	0.766	
Self-Efficacy	0.619	
Average	0.714	0.585
GOF	0.646	

Source: Data Processed (2023)

The Average Variance Extracted (AVE) value displayed in Table 3 shows that all self-efficacy, role conflict, job satisfaction and job participation variables have an AVE value of more than 0.5. This has shown that the instrument used in the research is valid and can be used to measure the variables in the research. The results of the goodness of fit (GoF) test calculation show a GoF value of 0.646, which is more than 0.36, so it is categorized as a large GoF, meaning the model is very good (has high ability) in explaining empirical data.

Hypothesis Testing

Hypothesis testing is carried out to determine the influence of variables according to the overall hypothesis proposed in this research. Hypothesis testing criteria can be seen through the results of the t-statistical test value and the p-value. The hypothesis is declared accepted if the p-value is less than 0.05 and has a statistical value more significant than 1.96 (t-table values) (J. F. Hair et al., 2010). The results of statistical testing using the SEM-PLS bootstrapping method are summarized in Table 4.

The test results of direct influence testing with SEM-PLS found only the influence of role conflict on job participation, which obtained a C.R of less than 1.967 and a p-value of less than 0.05. So it is stated that research hypothesis 2 is rejected, while hypothesis 1, hypothesis 3, hypothesis 4, and hypothesis 5 are accepted.

Table 4. Direct Effect Test Results

Direct effects	Original Sample	STDEV	CR	P Values
Self-Efficacy -> Job Participation	0.719	0.082	3.769	0.000***
Role Conflict -> Job Participation	-0.028	-0.030	0.298	0.766
Self-Efficacy -> Job Satisfaction	0.311	0.082	3.769	0.000***
Role Conflict -> Job Satisfaction	0.623	0.101	6.189	0.004***
Job Participation -> Job Satisfaction	0.743	0.015	13.379	0.000***

Source: Data Processed (2023)

From Table 4, the influence of self-efficacy on job participation produces a p-value of 0.000, so it can be concluded that self-efficacy significantly affects job participation. The magnitude of the influence of Self-Efficacy on job participation is 0.719. A positive path coefficient can mean that the better Self Efficacy, the higher the participation in volunteer work in developing Tourism Villages. The effect of role conflict on job participation produces a p-value of 0.766, so it is concluded that it has no significant effect on job participation.

The influence of Self-Efficacy on job satisfaction produces a p-value of 0.000, so it can be concluded that Self-Efficacy significantly affects job satisfaction. The magnitude of the influence of Self-Efficacy on job participation is 0.311, meaning that the better the Self-Efficacy, the better the job satisfaction.

Analysis of the influence of role conflict on job satisfaction produces a path coefficient of 0.623 with a p-value of 0.004, so it is concluded that role conflict has a significant effect on job satisfaction. The positive path number of 0.632 means that the better the role conflict, the better the job satisfaction of the tourism village program volunteers.

Analysis of the effect of job participation on job satisfaction produced a path coefficient of 0.743 with a p-value of 0.000, so it was concluded that job participation had a significant effect on job satisfaction, where the higher the job participation, the better the job satisfaction of the tourism village development volunteers.

Table 5. Indirect Effect Test Results

Indirect Effects	Original Sample	STDEV	T-Statistics	P Values
Self-Efficacy -> Job Participation -> Job Satisfaction	0.040	0.019	1.055	0,021*
Role conflict -> Job Participation -> Job Satisfaction	-0.000	0.007	0.028	0,946

Source: Data Processed (2023)

The test results of the influence of Self-Efficacy on Job Satisfaction through job participation obtained a P-value of 0.021. Thus, there is a significant influence of Self-Efficacy on job satisfaction through job participation. Meanwhile, the p-value of the influence of role conflict on job satisfaction through job participation received a p-value of 0.946. If compared with the value of $\alpha = 0.05$, then $0.946 > \alpha = 0.05$, it is stated that there is a significant influence of role conflict on job satisfaction through job participation.

3.2. Discussion

The research results found that self-efficacy positively affected the job participation of volunteers managing tourist villages. Individuals with high self-efficacy will be more motivated to participate actively in their work (Kuntardina et al., 2023). Volunteers who have confidence in their ability to succeed and are willing to make efforts to complete tasks, resulting in higher levels of job participation, including in various tourism village management activities. Individuals with high self-efficacy often demonstrate proactive behavior in the workplace (Lunenburg, 2011). They are more likely to take initiative, seek opportunities, and actively contribute to the decision-making process, leading to higher levels of job participation (Lisbona et al., 2018).

The research results found that role conflict did not have a significant influence on job participation. This is not in line with previous studies stating that role conflict can disrupt the balance between work and personal life (Farisi & Siswadi, 2022; Van Sell et al., 1981) . If

someone finds it difficult to reconcile various role demands, it could affect their job participation. The research sample of volunteers who manage tourism sites still provides the best job participation when they decide to participate in the program (Koutrou & Berber, 2023). The profile of respondents, the majority of whom have been involved as tourism village managers for more than 4 years, means that the volunteers have been able to balance their role conflicts so that they do not affect their job participation.

Self-efficacy has been proven to influence job satisfaction. High self-confidence can increase a person's ability to set and achieve work goals. Success in achieving this goal can provide greater satisfaction with the job. The result is in line with the findings of previous research by Farisi & Siswadi, (2022); Peterson, (2020), which concluded that self-efficacy also leads to high job satisfaction, and is supported by the research findings of Song & Thompson, (2018), which can show high job satisfaction

Role conflict has been proven to influence job satisfaction. Role conflict often creates uncertainty about individuals' expectations and demands in their work. Individuals who can manage conflicting responsibilities and balance work expectations are proven to increase job satisfaction. The positive effects align with research (Kuvaas & Buch, 2020), which found that the combination of conflict, work experience, and other events will cause positive and negative effects of role conflict, impacting work attitudes such as job satisfaction (Song & Thompson, 2018).

The results of data analysis also show a positive influence of job participation on job satisfaction in the context of community empowerment, such as the development of Tourism Villages. Job participation gives the volunteers involved a sense of empowerment. They have more control over their tasks and responsibilities. The autonomy provided by job participation can increase job satisfaction because employees feel more empowered in carrying out their work (Riyanto et al., 2021; Song & Thompson, 2018). Involvement in the decision-making process provides an opportunity to be recognized and appreciated by superiors and colleagues, this recognition can increase job satisfaction because individuals feel their contributions are valued and considered necessary (Chughtai, 2021).

The results of the analysis show that there is a significant influence of self-efficacy on job satisfaction through job participation. Among village empowerment activists, self-efficacy is highly correlated with job participation, and opening up a high level of participation in tourism village development programs will undoubtedly increase the job satisfaction of volunteers who choose to be active in various tourism village programs (Chan, 2020; Safii et al., 2023).

Based on the data processing results from the structural model, Role Conflict has no significant influence on Job Satisfaction through Job Participation. In reality, tourism village development volunteers still feel that there is a match between their expectations and the role they carry out. The volunteers realize their work is difficult, but it must be done (Safii et al., 2023). Even though they are faced with various kinds of work that cause role conflicts, tourism village program volunteers can still control themselves from awareness of the work responsibilities that must be taken into account to maintain job satisfaction (Maden-Eyiusta, 2021b).

Research Implication

This research provides input for organizations to develop tourist villages to increase employee job participation and job satisfaction by increasing the self-efficacy of volunteers. Self-efficacy can be improved by providing appropriate training and development and creating a work environment that supports individuals' development. Volunteers with high self-efficacy will be more likely to participate in their work. They will feel confident that they can complete the tasks given and will be motivated to give their best. Individuals with high self-efficacy will also be more likely to feel satisfied with their work. They will feel that their work is meaningful and rewarding and that they have control over their work.

The research also provides suggestions regarding increasing job satisfaction in relation to the role conflicts of the individuals involved. Role conflict is an essential factor in influencing job satisfaction. Role conflict can occur in various forms, such as conflict between different roles, conflict between roles and expectations, or conflict between roles and resources. Organizations

can make various efforts to reduce role conflicts, such as Carrying out clear and transparent communication between employees and superiors regarding their respective duties and responsibilities. If organizations can reduce role conflict, then this can increase employee job satisfaction, which in turn can improve overall organizational performance.

4. Conclusion

This research provides results showing that self-efficacy and role conflict directly and significantly affect job satisfaction of volunteers involved in developing tourist villages. Self-efficacy indirectly affects job satisfaction through job participation, but role conflict has no indirect effect on job satisfaction through job participation. This research provides theoretical implications that support existing theories and previous research in the field of HR, especially in the volunteer context.

This research has limitations related to the use of quantitative methods, so the research results cannot provide an in-depth explanation of the relationship between self-efficacy, role conflict, job participation, and job satisfaction. Future research needs to use qualitative methods so that the research results can provide a more in-depth explanation of the relationship between self-efficacy, role conflict, and job satisfaction. Another area for improvement in this research is the use of a Likert scale in measuring research variables. Future research can apply the interview method because the proper measurement method needs to be chosen so that the research results can be trusted.

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