

ABSTRACT

The present study has a two-fold effect. Firstly, it examines the relationship between organizational strategy and employee outcomes in terms of organizational commitment and intention to stay taking into account the job alternatives as its moderator from the context of current employee in an organization which they are working for by adopting the person – organization fit framework. Support was found for organizational commitment (H1) hypothesis. The more perceived job alternatives available in the industry or in the workforce and when there exists misfit between the employees' characteristics and the organization's characteristics, the lower the employees' commitment to the organization. But, job alternatives have no significant impact as a moderator for H2, in relation to employees' intention to stay in the organization and the organizational strategy fit.

Secondly, this study examines the relationship between organizational strategy of other organizations and the firm's or organization's attractiveness from the perspective of the same respondents (they are future employee of the other organization). Gender will play a role as the mediator to this relationship. The result of this study is that there is no significant correlation between organizational strategy fit and firm's attractiveness. Gender also does not found to moderate this relationship.

The Miles and Snow strategic typology was adopted in this present study.

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