

*Behavioural and Policy Sciences Seminar Series
(with support from Mr Chan Hon Pun)*

Public value at cross points: A comparative study on employer attractiveness of public, private, and nonprofit organizations

Professor Adrian Ritz

University of Bern

Date: Monday, April 24, 2023
Time: 5:00pm - 6:00pm HKT
Zoom : Scan the QR code for the direct
Zoom link (no need to sign up):
<https://shorturl.at/bBFJZ>
Language: English



Abstract

A commonly held assumption is that public service motivation (PSM) positively affects individuals' attraction to government, but there are also private and nonprofit organizations that are beneficial to the common good. Therefore, the goal of this study is to shed light on an understudied topic in Public Administration, namely, how the public value of public, private, and nonprofit organizations affects their attractiveness to citizens and how PSM moderates this relationship. We find that employer attractiveness is strongly influenced by organizations' public value regardless of sectoral affiliation. This attribution of public value interacts with citizens' PSM. For high-PSM individuals, the relationship between public value and attractiveness is stronger than for low-PSM individuals. Furthermore, high PSM exercises an asymmetric effect, punishing organizations with low public value more strongly in the private sector. These results highlight important implications for HR practitioners in all three sectors seeking to attract and retain highly motivated employees.

Biography

Adrian Ritz is full professor of Public Management and director of KPM Center for Public Management at the University of Bern in Switzerland. His main research and publication areas are in the field of public management, administrative reforms, public sector digitalization, public leadership, motivation, and public HRM. Ritz is co-chair of the IRSPM Special Interest Group on Public Service Motivation. He has articles published in various international journals such as, for example, IPMJ, JPART, PA, PAR, and PMR. His co-authored book "Public Management" is published in its 6th edition with Springer. Ritz was guest researcher and professor at The University of Georgia, Indiana University, and University of Armed Forces Munich and he is President of the supervisory board of the Swiss Paraplegic Research Corporation (SPF AG) and board member of the Swiss Paraplegic Foundation (SPS).

All are welcome!

Enquiries: Dr. Nick Petrovsky
Email: npetrovs@cityu.edu.hk