



نگرش‌های شغلی؛
آیا از شغل خود راضی هستیم؟

Attitudes are judgments or evaluative statements—either favorable or unfavorable—about objects, people, or events.

Cognitive Component

Behavioral Component

Affective Component

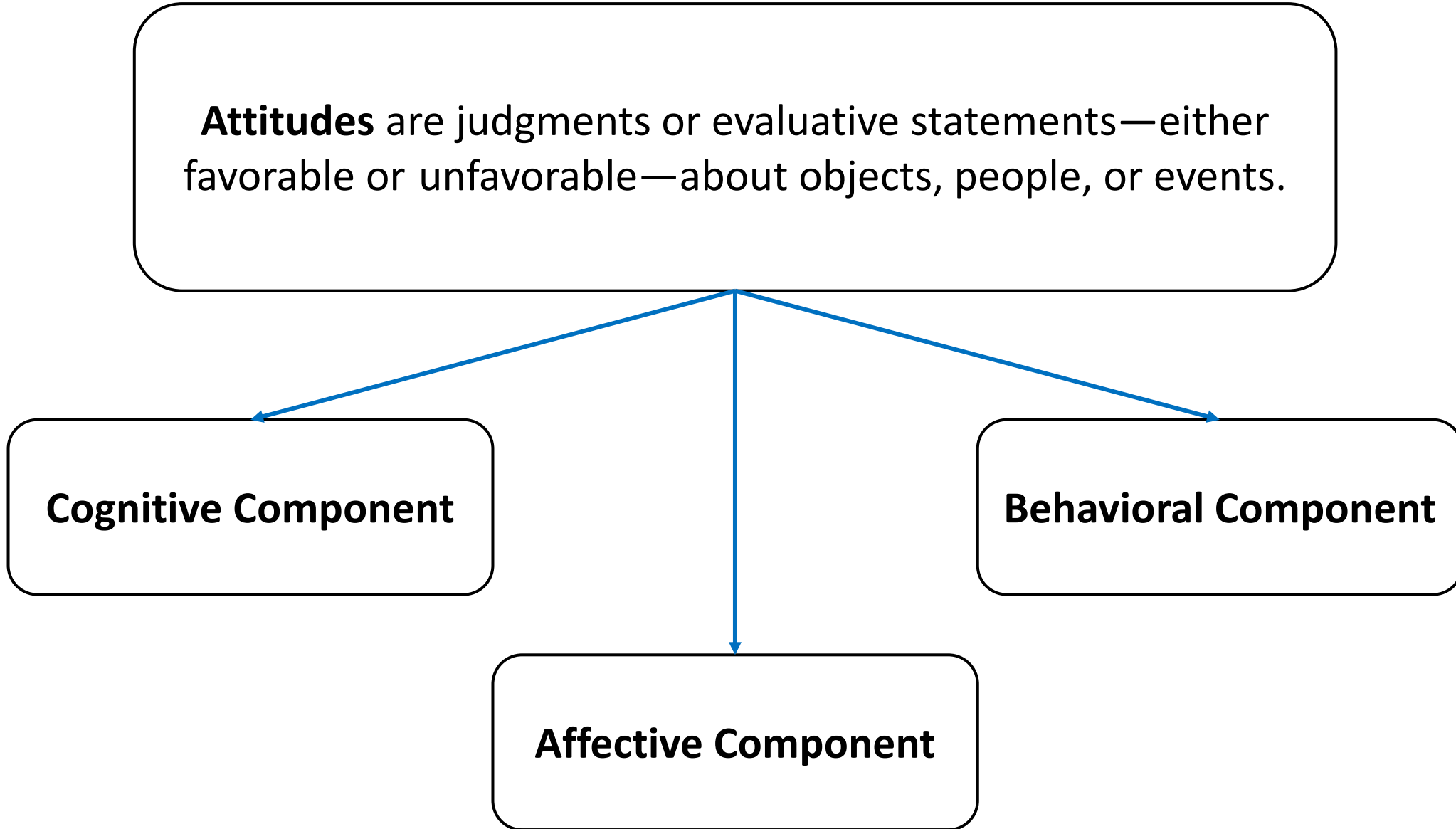
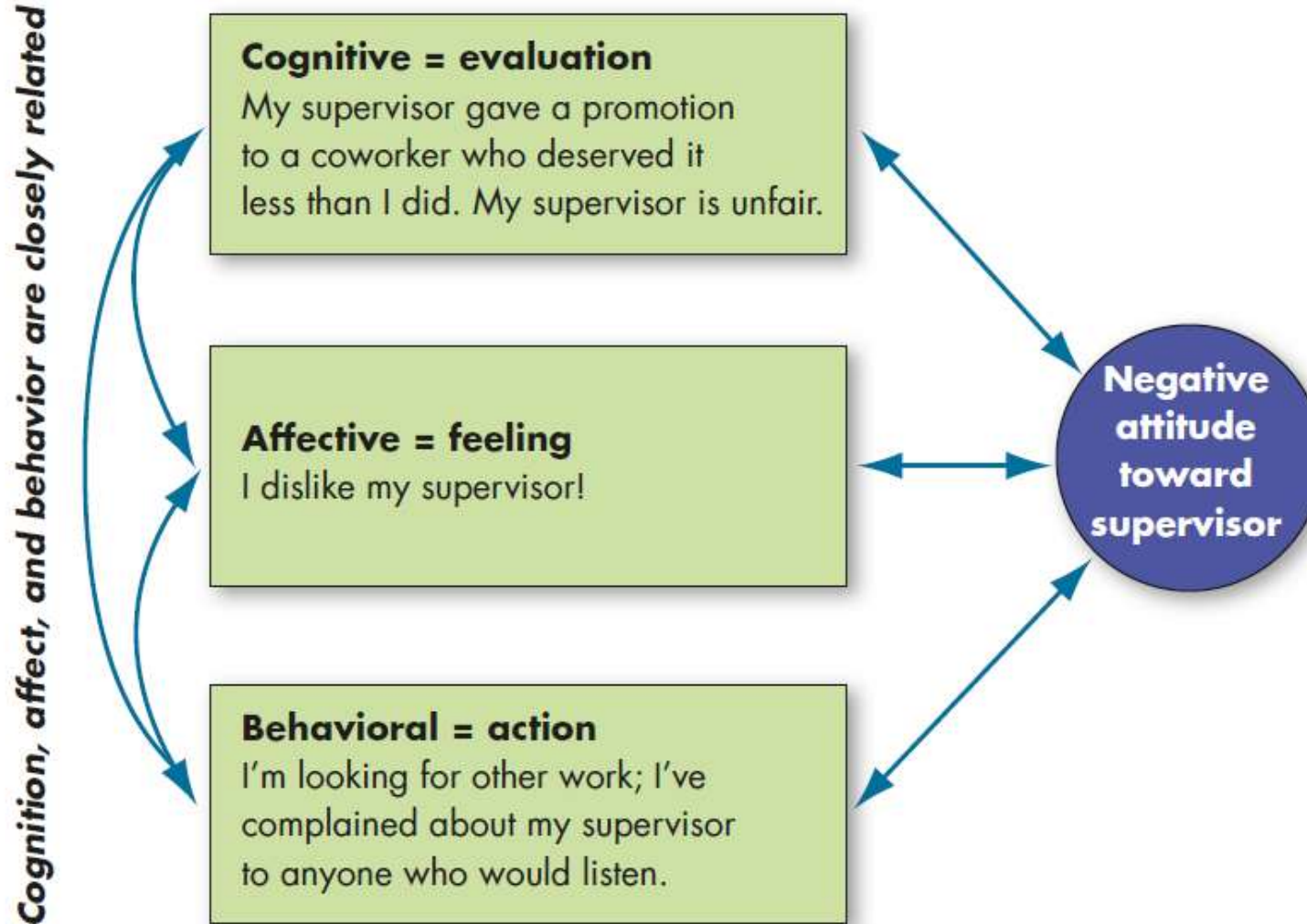


Exhibit 3-1

The Components of an Attitude



cognitive dissonance, contradictions
individuals might perceive between their attitudes and their
behavior.

Importance

Reward

Influence

