

The influence of Organizational Rumors on Employee's Dignity (An Empirical Study at University of Kufa, Iraq)

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The research aims to identify the organizational rumors with its dimensions (Getting Information, Socialization and Cynic Effect) its effect on Employee's Dignity with its dimensions (Respectful interaction, Competence– contribution, Equality, Inherent value, General dignity and Indignity) on a sample of professors staff at University of Kufa. To achieve this goal, the descriptive-analytical method is used to analyze the nature of the relationship between the variables of the research. The questionnaire is used as a main tool for collecting data of (350) questionnaires distributed to a sample of professors of the university randomly out of (2222) of total individuals. (328) questionnaires were retrieved to show the total questionnaires that are valid for statistical analysis. A number of statistical tools and methods are used to analyze the practical aspect of the study such as arithmetic mean and standard deviation, person correlation coefficient, simple and multiple regression coefficient, and are analyzed through statistical programs (SMART PLS, SPSS V.20). The study has come up with a number of conclusions shown through the results of the validity of most hypotheses, namely, there are interactive relationship between the organizational rumors and on employee's dignity at University of Kufa.

Key words: *Organizational Rumors, Employee's Dignity, University of Kufa.*



Introduction

The problem of controlling and limiting organizational rumors is one of the key areas of research. Every issue or phrase can be believed and transferred from one person to another in the spoken word without criteria for honesty and tends to spread in times of crises. It is about people or events that are important to members of society in light of vague information about these people or events.

When managers mismanage organizational rumors, they undermine employee motivation and create an unhealthy environment where workers begin to lose confidence in management. Rumors not only affect attitudes, but also affect employee's behaviors and how workers interact with management, because workers use rumors to express anxiety and understand their surroundings.

Rumors exacerbate workers' problems including their perception of the organization. Employees are frustrated with the work environment because "stories" create special pressure without a meaningful way to confirm it. Therefore, it is extremely important to understand how organizational rumors are managed by senior management, because when employees share contradictory perceptions about the direction and reputation of organization, management behavior, schedules, and other concerns. It is difficult for managers to deal with organizational goals (Hernandez, 2015: 4).

There are many situations in the workplace that need the requirements of psychological practice. Dignity, relationships, judgments, community participation and contributions are among the factors that individuals need in order to feel valuable in the workplace. Dignity is an essential value for the processes of humanization of organizations, including organizational cultures and social relationships in the workplace. The sense of value, contentment, and worker's dignity depend on how individuals interact with each other in social relationships. The more the individual's dignity attained, the good and well-being in the workplace enhancing the productivity of the individual and the organization (Rosen, 2013: 145).

Literature Review

A list of the basic concepts used in the previous literature reviews related to the concepts of this research.

The concept and dimensions of organizational rumors. .A
Currently, organizations view the issue of controlling and minimizing rumors as an important area of study (Davis, 1969: 269). Organizational rumor behavior is an instinctive behavior

that is inferred in the work and usually requiring unverified beliefs. Managers and supervisors can better estimate rumors if they search for the message behind them even though management may never cut the chains of rumors in its organization. The management can see rumors understandable, easy to manage, and meaningful, perhaps the best principle of management is “work with others as you want them to work for you.” Managers must also understand that behavior usually has more than one motivation and there are many paths available to achieve the same goal. If managers rely on the final triple relationship of empathy, entrepreneurship and truth, they will be able to defeat the rumors in their organizations (Akande & Odewale, 1994: 30).

As organizational rumors are elements of great importance in social and organizational life. It is one of the golden keys for the purpose of studying what is hidden for individuals in organizations or what is not visible to organizations. The great importance of studying rumors becomes clear because of its great impact on social life, especially organizations, it may cause in some situations dismantling organizations and this leads to the deterioration of organizations. On the other hand, it may lead to a process of cohesion and raising the individual’s morale working in organizations. In the light of this current reality, the rumors that we are exposed to are not just an automatic act or spontaneous activity, but a means of investigative, planned activity, designed, and continuous work carried out by experts and specialists affiliated with major bodies, organizations and countries. This work is provided with all the information, studies, budgets, devices and equipment that help achieving rumors of their carefully defined goals (Bordia et al., 2006: 602). Organizational rumors have another characteristic that they usually shed negative light on their goals and attract enormous attention among an inquisitive and receptive audience. An appropriate initiative must be taken in dealing with rumors as a long way is gone in the process of reducing the injustice of workers facing rumors in organizations (Van Bommel, 2003: 1499).). A table () shows concepts for organizational rumors, as follows: -

Table 1: Concepts of organizational rumors

No	Concept	Researcher / Year
1	In the form of a chatty talk that is not supported by the authority or evidence regarding its authenticity or truth and this indicates that rumors are hypotheses (unconfirmed proposals) where the message is sent in a way in which the (the recipient) does not fully know whether the message is true or incorrect.	(Michelson & Mouly, 2000: 339)
2	Suggestions or hypotheses that assist people through unverified information to build plausible interpretations of particular situations in circumstances of uncertainty and uncertainty.	(Tai & Sun, 2011: 678)

3	The emergence and circulation of information that has not been publicly confirmed by official sources and also has not been denied in the community.	(Kimmel, 2013: 22))
4	The individuals' need in the workplace to define events in a logical way for them, while at the same time expressing or motivating individual's motivations.	(Hernandez, 2015: 32)
5	Unverifiable Information. These rumors, which include false or even harmful information, can create social panic and disruptions in organizational life.	(Ma et al., 2015: 1751)
6	Individual informal contacts without looking at the facts of the communication.	(Hozouri et al., 2018: 537)
7	A type of unconfirmed social observation, i.e. lack of evidence to prove it.	(Zhao et al., 2019: 1)

Organizational rumors consist of three dimensions according to the scale (Dagli & Han, 2018: 944), as follows.

Getting Information: It is a method or tool by which the researcher and the beneficiary access the information searching for (Dagli & Han, 2018: 944). Currently, there is more attention to processes related to information activities, because information is the main field of human cognitive activity. Each person takes a large amount of information flown due to the recent development of information technology. The need for information is an individual need to obtain information that includes adaptation or social self-awareness of individuals. Information helps the individual in decision-making, innovation, creativity and community building (113 Chen & Moskovkin, 2019:)

Socialization: It is the process of learning or adaptation that enables the individual to adopt an organizational role that goes along organizational and individual needs (Chao, 2012: 582). It is a basic communication process that helps new employees to adapt the performance and role aspects of their new roles quickly and smoothly (Perrot et al., 2014: 248). Scientists describe the process of socialization as a life cycle with successive stages, including the pre-entry stage of family and education and other stages that are necessary for business success
Cynic Effect: It is a position which is characterized by general distrust of others' motives and can express itself as a result of frustration, disappointment and distrust which is due to organizations, authorities and other aspects of society. This frustration causes rumors to be released on people or about the organization and as a result. Resultantly, rumors will affect workers, the organization, and its productivity (Brown & Cregan, 2008: 668).

B. The concept and dimensions of Employee's Dignity.

Employee's dignity and the ability to create a sense of self-worth, self-esteem, and having respect for others are essential for workers in organizations. Working in an environment with dignity is an essential part of achieving a good living (Lucas, 2017: 1). Workplace often presents difficult obstacles due to mismanagement and defending dignity and achieving self-esteem through work is essential to worker welfare (Tiwari & Sharma, 2019: 3). Securing workers' dignity is equally important for organizations as they try to effectively use human capital. Working with dignity is a basis for a good life despite lack of dignity faced daily in the workplace. Workers still struggle, do their best, pride of their work, and defend themselves against insults from employers, and sometimes from co-workers in order to reach dignity. Dignity is represented by all positive feelings, which is a state of feeling happy and satisfied with life. It, in turn, leads to improved employee's performance, increased flexibility, increased satisfaction, and reduced fatigue and effort to achieve better performance. In order to protect and fulfill dignity in the workplace, it is necessary to achieve the following (Zawadzki, 2018: 176):

1. Justice is understood to be the respect of workers and their rights.
2. Caring for the workers' interests of support in solving their problems at the highest level.
3. Focusing on the developing and welfarizing workers, depending on mutual respect and friendship-based relationships.

Table (2) shows the concepts of dignity associated with the workers, as follows: -

Table 2: concepts of employee dignity

No	Concept	Researcher / Year
1	The ability to demonstrate a sense of self-worth, self-esteem, and respect for others that workers have sought through specific acts of resistance against abuse.	(Hodson, 2001: 3)
2	The presence of a positive mood and the absence of a negative mood, job satisfaction or specific areas of work, as they are an indicator of employee results, organizational success, and financial performance.	Waldron, 2010: 6))
3	An important part of the life of every worker where dignity has become at the present time is the most common impact, which affects the work of people working in organizations in terms of quality and quantity, and therefore will affect organizational results.	Žižek, 2015: 484))
4	The degree to which workers feel positive feelings and the extent to which they experience	

	the meaning and purpose of their work.	
5	Essential value for human operations in organizations, including organizational cultures and social relationships in the workplace.	(Zawadzki, 2018:172)
6	A personal sense of value, respect, or appreciation derived from a person's humanity and individual social status.	Baker, 2019: 23))
7	Essential value for emphasizing the human character of organizations including organizational cultures and social relationships at work.	(Winchenbach, 2019: 1032)
8	The individual's perception of respect, trust, equal treatment, evaluation of the individual's value, fair and independent treatment, freedom of expression and decision-making enjoyed by the worker at work.	(Tiwari & Sharma, 2019: 8)

Valiente et al., 2019: 17 suggest that dignity in the workplace has many benefits for workers and the organization:

Employee's dignity in the workplace promotes creative thinking.

It shows pro-social behavior, because it combines a sense of comfort and work effectively.

Emotional stability and a sense of comfort for the worker.

Dignity promotes the behavior of organizational citizenship.

Dignity increases organizational loyalty to employees, given their satisfaction and love of their work.

- Dignity helps to achieve job satisfaction.
- Dignity can help the organization develop and grow in its business sector, because its employees are comfortable and work hard to serve it.
- Dignity can increase organizational commitment for workers.
- Reduces deviant behaviors in the workplace.

The worker's dignity also consists of six dimensions according to the scale (Thomas & Lucas, 2019: 85), as follows:

Respectful interaction: It is a positive feeling or positive act towards a person or thing that is important or considered appreciation or respect and is also called mutual respect because it is an appropriate consideration for the dignity of the person or position in the workplace. It includes elements of respect such as workers' perceptions of interactive justice, and

empowerment, salaries and fair benefits, adequate employment, and support by senior management of employees and co-workers (Augsberger et al, 2012: 1223).

Competence– contribution: it is the worker’s belief in his personal ability to accomplish a certain task while reaching the desired goal. The higher the efficiency of a person, the greater his respect and dignity at work (Sandberg, 2009: 9). Efficiency is also a set of specific abilities or skills required to do a specific job, or it is the ability to complete the specific task effectively. Competence and contribution can be built by providing training and professional development opportunities to build the worker’s efficiency in the workplace and provide special appreciation awards for workers who perform extraordinary works. (Tršková, 2015: 18).

Equality: is the enjoyment of all rights in the workplace without distinctions from the employer between employees, or is the fair treatment of workers regardless of their gender, nationality, age, race, or religion in the workplace. Equality means making sure that workers are given equal opportunities, and equal pay. (Ryskaliyev et al., 2019: 16).

The inherent value: is the internal value and try to show it at the time of need for, and the source of this value is latent and buried, just as its source is either a spiritual source or it is a physical source. Everyone has this value, and for this value to come out, the individual must believe in its existence and not deny it in order to have the ability to use it optimally (Roberts & Shambrook, 2012: 34).

General dignity: International laws and regulations enact general human rights for all individuals around the world, no matter how different their cultures, their gender, and their races. These rights are essential and cannot be violated and they are equal to all of the laymen. Individual is in need to get rid of discrimination in all its forms and methods and the need to combat cases of injustice and violation of rights in societies. Everyone needs civil, social and economic rights, and the most important of these rights is the right to public dignity (Suddaby et al., 2018: 384).

Indignity: It is an expression of disrespectful or cynical behavior, and insults may be deliberate or accidental, but at the same time it is a kind of contempt for the worker (Yampolskiy, 2018: 3). (Ahmad, 2018: 2) Insult is an unethical attitude or negative behavior taken by some workers with weak influence towards other workers who cannot defend themselves to achieve personal goals and this will negatively affect the worker’s performance and prejudice his dignity as this affects the organization and its performance. The insult must be addressed in the workplace for the dignity of workers.

Methodology Research Methodology

Research Model

Based on a number of previous studies such as (Thomas & Lucas, 2019: 85; Dagli & Han, 2018: 944) and theories, the hypothetical research model was formulated as in Figure 1 below:

Figure 1 Hypothetical Research Model

In the current research, the community refers to all the teachers who work at the University of Kufa.

Sample and Procedures

A random sample was chosen from the teaching staff at the University of Kufa according to the statistical equation. The sample size is appropriate for the current study. According to the opinion of, (328) teachers, and in order to ensure that this sample is fully represented, the researcher distributed 350 questionnaires.

Measures

In this study, the 42 measurement elements of (Dagli & Han, 2015) were modified for organizational rumors and (Thomas & Lucas, 2019) for worker's dignity. Moreover, the present study seeks to measure all variables using a 5-point Likert scale in which the survey question is referred to the degree of agreement (i.e. 1 = I do not strongly agree, and 5 = I strongly agree).

Finding Results

The researcher intends to use the method of modeling structural equations using the method of micro-squares partial (PLS-SEM) in statistical analysis. This method does not require that the data be parameter, that is, it does not require that the data be distributed naturally, because it deals with the parameter and non-parametric data, except that the data of the current study are parameter data because they are naturally distributed, and if the data are naturally distributed or close to the normal distribution, this will reduce the dispersion of results (Hair et al., 2017: 49). The normal distribution is tested by skewness and kurtosis, and the ideal proportions of swaying and flattening range from (1) to (-1), but they are acceptable when they range from (2.58 to -2.58) according to (Hair et al. 76: 2014). The normal distribution of the study variables will be made as follows: -

1- Normal distribution:

A- By using the Smart PLS program, the results of twisting and flattening were obtained for the variable of organizational rumors, as shown in Table 3), as the results show that all paragraphs are subject to acceptable values in the normal distribution, which will support the obtaining of accurate statistical results.

Table 3: Results of the normal distribution test for the variable rumors organizational data.

No	Skewness	Kurtosis	Symbol	
-	Getting Information items			-
1	-0.488	-0.265	GI1	
2	-0.404	-0.296	GI2	
3	-0.269	-0.567	GI3	
4	-0.252	-0.61	GI4	
5	-0.579	0.029	GI5	
6	-0.451	-0.58	GI6	
7	-0.457	-0.525	GI7	
8	-0.262	-0.796	GI8	
	Socialization items			
1	-0.416	-0.382	SOC1	
2	-0.406	-0.576	SOC2	
3	-0.471	-0.425	SOC3	
4	-0.363	-0.653	SOC4	
5	-0.403	-0.663	SOC5	
6	-0.466	-0.415	SOC6	
-	Cynic Effect items			-
1	-0.395	-0.54	CE1	
2	-0.397	-0.44	CE2	
3	-0.254	-0.646	CE3	
4	-0.38	-0.624	CE4	
5	-0.378	-0.678	CE5	
6	-0.733	-0.246	CE6	
7	-0.409	-0.545	CE7	
8	-0.548	-0.453	CE8	
9	-0.43	-0.535	CE9	
10	-0.289	-0.799	CE10	

Source: Smart PLS outputs

B – By using the Smartplus program, the results of twisting and flattening were obtained for the variable of the dignity of workers, as shown in Table 4).

Table 4: Results of the normal distribution test for data on employee dignity

No	Symbol	Kurtosis	Skewness	
-	Respectful interaction items			
1	RI1	-0.617	-0.248	
2	RI2	0.018	-0.575	
3	RI3	-0.577	-0.457	
-	Competence– contribution items			
1	CCO1	-0.533	-0.454	
2	CCO2	-0.782	-0.267	
3	CCO3	-0.379	-0.422	
	Equality items			
1	EQ1	-0.556	-0.412	
2	EQ2	-0.402	-0.479	
-	Inherent value items			
1	IV1	-0.635	-0.369	
2	IV2	-0.644	-0.408	
3	IV3	-0.423	-0.463	
	General dignity items			
1	GD1	-0.548	-0.392	
2	GD2	-0.448	-0.392	
3	GD3	-0.632	-0.257	
	Indignity items			
1	IND1	-0.605	-0.387	
2	IND2	-0.66	-0.384	
3	IND3	-0.214	-0.741	
4	IND4	-0.525	-0.414	

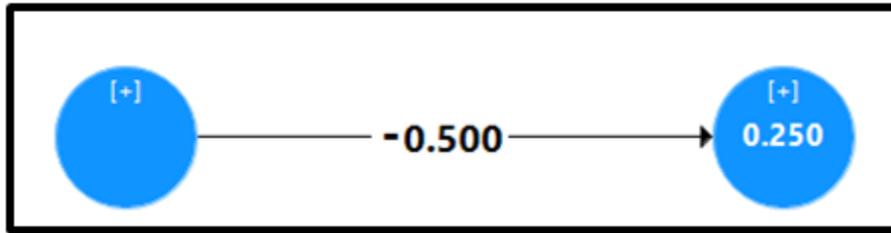
Source: Smart PLS Outputs

Hypotheses Test

Test the Main Hypothesis

The main hypothesis stipulated that "there is negative significant effect of organizational rumours on employee dignity." For the purpose of testing this hypothesis, the structural model has been built, as shown in Figure (2) as follows: -

Figure 2. Structural model for testing the first main hypothesis



Source: SmartPLS Outputs

Table 5: The results of the evaluation of the structural model for the first main hypothesis

R2 Adjusted	R2	f2	Result	p Value	t Value	Path Cof.	VIF	Path	Hypothesis	SRMR
0.245	0.250	0.23	Acceptance	0.000	4.70	-0.500	2	ORU → ED	H	0.51

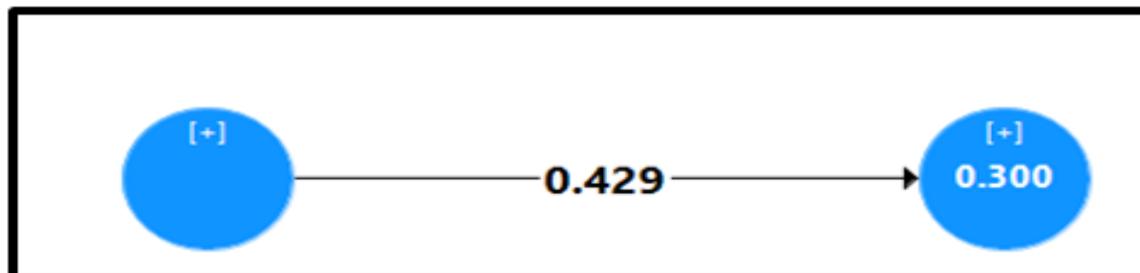
Source: Smart PLS Outputs

The results reviewed in Table (5) showed that the path factor (direct effect) reached ((-0.500) and with a determination parameter (interpretation) (R2) of (0.250). To verify the significance of the path parameter, the value of (t) and (p) achieved the required limits in Table (31), in addition to the standard mean square root standard (SRMR) value has reached the structural model (0.051) Therefore, it achieves the acceptable value for the match quality. This indicates the significance of the relationship, and thus the main hypothesis is accepted.

2-2 Test the sub-assumptions arising from the first main hypothesis

The first sub-hypothesis test arising from the main hypothesis states that “there is a significant effect of obtaining information in employee's dignity.” For the purpose of testing the first sub-hypothesis (H-1), the structural model has been built, as shown in Figure (3):

Figure 3. is the structural model for testing the first sub-hypothesis that derives from the main hypothesis



Source: Smart PLS Outputs

Table 6: The results of the evaluation of the structural model for the first sub hypothesis that derives from the main hypothesis

R2 Adjusted	R2	f2	Result	p Value	t Value	Path Cof.	VIF	Path	Hypothesis	SRMR
0.296	0.300	0.169	Acceptance	0.016	3.822	0.429	3.501	GI→ED	H-1	0.62

Source: Smart PLS Outputs

The results of the analysis presented in Table (6) showed that the first sub-hypothesis arising from the main hypothesis H-1) met the required criteria from the value of (t) and the value of (p), and thus accept this hypothesis. The limiting factor reached 30%. Also, the standard mean square root standard (SRMR) has reached the value of the structural model (0.062), and therefore it achieves the acceptable value of conformance quality.

2-3. The second sub-hypothesis test arising from the main hypothesis, which states that “there is a significant effect of socialization on employee's dignity”. For the purpose of testing the sub-hypothesis (H-2), the structural model has been built, as shown in Figure (4) and Table (7): -

Figure 4. The structural model for testing the second sub-hypothesis that derives from the main hypothesis

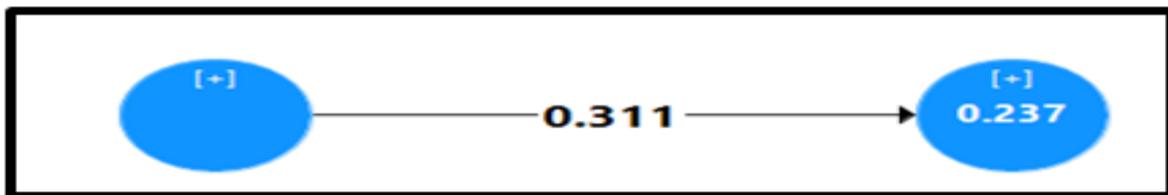


Table 7: The results of the evaluation of the structural model for the second sub-hypothesis that derives from the main hypothesis.

R2 Adjusted	R2	f2	Result	p Value	t Value	Path Cof.	VIF	Path	Hypothesis	SRMR
0.231	0.237	0.128	Acceptance	0.022	2.257	0.311	2.847	SOC→ED	H-2	0.58

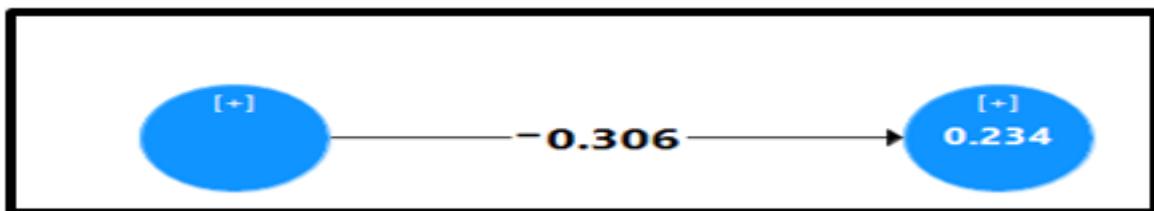
Source: Smart PLS Outputs

The results of the analysis presented in Table (7) showed that the second sub-hypothesis arising from the main hypothesis (H-2) achieved the required criteria from the value of (t)

and the value of (p), and thus accept these hypotheses, and the limiting factor reached 23%. Also, the standard mean square root standard (SRMR) has reached the value of the structural model (0.058), and therefore it achieves the acceptable value of conformance quality.

2- Testing the third sub-hypothesis that derives from the main hypothesis, which states that “There is a significant effect of the Cynic effect on employee's dignity.” For the purpose of testing the sub-hypothesis (H-3), the structural model has been built, as shown in Figure (5):

Figure 5. The structural model for testing the third sub-hypothesis that derives from the main hypothesis



Source: Smart PLS Outputs

Table 7: The results of the evaluation of the structural model for the third sub-hypothesis that derives from the main hypothesis.

R2 Adj	R2	f2	Result	p Value	t Value	Path Cof.	VIF	Path	Hypothesis	SRMR
0.230	0.234	0.153	Acceptance	0.010	3.528	-0.306	2.901	CY→ED	H-3	0.61

Source: Smart PLS Outputs

The results of the analysis presented in Table (7) showed that the third sub-hypothesis emanating from the main hypothesis (H-3), has achieved the required criteria from the value of (t) and the value of (p), and therefore accept these hypotheses, and the limiting factor has reached 34% (). Also, the standard mean square root standard (SRMR) has reached the value of the structural model (0.061), and therefore it achieves the acceptable value of conformance quality.

Conclusions, Limitations and Future Directions

It was found through this research that there is an effect of organizational rumors on the worker's dignity at the University of Kufa. Rumors of their dimensions (Getting Information, Socialization and Cynic Effect) will certainly the employee's dignity. It is shown from the results of the statistical analysis that there is a significant correlation and effect of



organizational rumors in the worker's dignity, which indicates that any increase in rumors will lead to a decrease in the teacher's dignity at the University of Kufa under study, which will affect their performance of their work.

Through what is mentioned, it is necessary to provide the University of Kufa with all the necessary resources and information that the teachers need in their work to keep abreast of new developments in their field of work to reduce the organizational rumors that are released in order to obtain information.

The University of Kufa limits the satirical rumors in the workplace, one of the important ways to limit the behavior of satirical rumors is to reduce opportunities to practice this behavior or put obstacles in front of those who practice it. So, the university must prevent all opportunities that help to practice this behavior through the use of rules and standards Strict, punishing these deviant behaviors and not tolerating them at all.

There is an urgent need to pay attention to the worker's dignity in the workplace through the promotion and motivation and give real opportunities to employees in the decision-making process.



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