

# EMPLOYEE AMBASSADORSHIP: SCALE DEVELOPMENT AND VALIDATION

## Theoretical Background

## Problem Statement

Although Employee Ambassadorship is frequently implemented in the workplace, no common understanding or scale of Employee Ambassadorship is yet established

## Examples Items

Cognitive	Employer Brand Knowledge	I know what the employer brand stands for
	Employer Brand Relevance	I believe that our employer brand helps to retain employees
Affective	Employer Brand Affective Connection	I am proud to be a part of our employer brand
Behavior	Employer Brand Consistent Behavior	I fulfill my daily work in line with our employer brand
	Employer Brand Citizenship Behavior	I would support our employer brand on social media

## A Conceptualization of the Employee Ambassadorship Construct

Cognitive

Affective

Behavior

## Scale Construction

### Phase 1: Item Generation

- Scrutinizing literature to generate items from existing scales
- Developing items
- Conversations with 3 HR managers and 3 employee ambassadors

Total = 46 items

### Phase 2: Item Selection

- In-depth interviews with 2 HR experts
- Item-dimension sorting exercise (n = 8 PhD students)

Total = 41 items

### Phase 3: Item Purification

- EFA Sample 1 (n = 250, English speaking employees, Prolific)
  - CFA Sample 2 (n = 250, English speaking employees, Prolific)
- Total = 25 items (5 dimensions)**

## Future Research Steps

Third sample to validate and create a nomological network

Concurrent Validity

Relationship to reported outcomes (employee referrals) and supervisor assessment

Convergent validity

Relationship to constructs, such as OCB, affective commitment, and brand attachment

Discriminant validity

Relationship to constructs, such as social desirability and extant measures

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