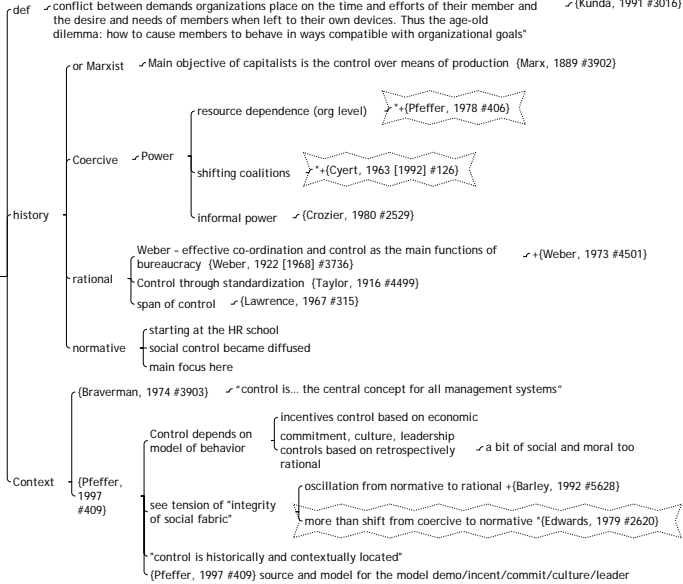
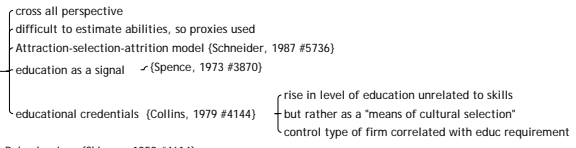


"purposeful collective action, whatever its circumstances, requires the coordination of activities of a diverse and heterogeneous membership. There is, however, an inherent conflict between demands organizations place on the time and efforts of their member and the desire and needs of members when left to their own devices. Thus the age-old dilemma: how to cause members to behave in ways compatible with organizational goals" ✓(Kunda, 1991 #3016)

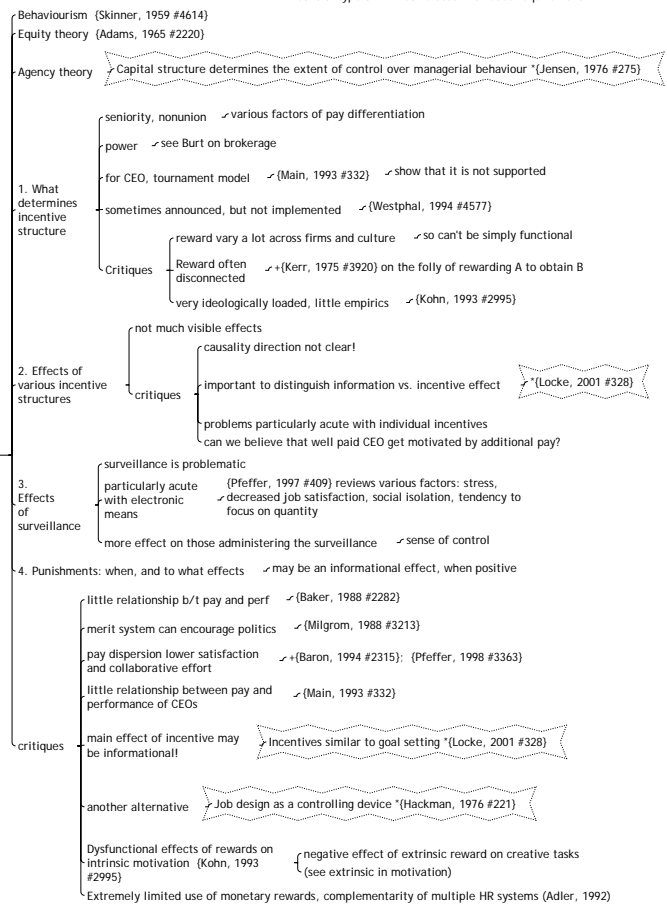
Intro



Hire, Select



Incentives



Commitment & Socialization

