

## Dual Pathway Effects between Relational Crafting and Job Performance: The Moderator of Multiple Identities

Chuang Yi Tzu

National Changhua University of Education, Taiwan

### Abstract:

The positive impact of employees shaping interpersonal relationships in the workplace has gradually been confirmed in the literature. In addition to understanding its positive effects, this study also seeks to explore its potential negative impacts. This study posits that when employees proactively establish workplace relationships, it may also affect their job performance. Therefore, this research adopts a dual-path approach to discuss how relationship building influences employees' job performance. It further employs the Conservation of Resources (COR) theory and the Job Demands-Resources (JD-R) model to examine issues related to resource and energy depletion faced by employees in the workplace.

This study explores the bidirectional impact of relationship crafting on job performance, analyzing it through two paths: job resources (supervisor support and colleague support) and work-life imbalance. Furthermore, the study considers the moderating effect of multiple identifications on the relationship between relationship building and job resources, as well as the relationship between relationship building and work-life imbalance.

### Keywords:

Relationship Crafting, Job Performance, Job Resources, Work-Life Imbalance, Multiple Identifications.