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Psychological Contracts and Loyal Boosterism: Giving dance training institutions a lift through word of mouth promotion.

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Keywords: organizational loyalty, dance, psychological contract, recruitment, word of mouth, higher education.

Abstract¹

As the dance industry in Australia is well connected with industry networks, the value of word of mouth promotion and peer recommendation (operationalised as *loyal boosterism*) is paramount; however empirical evidence of this notion is relatively unexplored. This paper explores the relationship between relational psychological contracts, perceptions of psychological contract breach and loyal boosterism in the context of the dance training industry. The findings indicate that dancer's who report higher relational contracts with their training organisation and experience lower levels of perceived contract breach, are more likely to engage in loyal boosterism behaviour. These findings highlight those relational contracts (containing elements of mentorship, personal support and career development) between intending dancer and their training organisation, can have a positive influence on loyal boosterism behaviour, which may act as an effective recruitment tool for the dance training industry.

¹ This is an abbreviated version of a full-paper submitted for approval into the Proceedings of the ANZMAC 2011 Conference.