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Revista de Cercetare si Interventie Sociala

ISSN: 1583-3410 (print), ISSN: 1584-5397 (electronic)

THE DUAL ROLE OF THE PUBLISHING INDUSTRY IN INHERITING CHINESE HISTORY AND CULTURE AND PROMOTING SOCIAL INTERVENTION

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Revista de cercetare și intervenție socială, 2024, vol. 86, pp. 140-151

<https://doi.org/10.33788/rcis.86.11>

Published by:
Expert Projects Publishing House



On behalf of:
„Alexandru Ioan Cuza” University,
Department of Sociology and Social Work
and
HoltIS Association

The Dual Role of the Publishing Industry in Inheriting Chinese History and Culture and Promoting Social Intervention

Zihao LI¹

Abstract

This article explores the dual role played by the publishing industry in inheriting Chinese history and culture and promoting social intervention. The article first reviews the historical evolution of the publishing industry, pointing out that it has been carrying the heavy responsibility of disseminating knowledge and inheriting culture since ancient times. With the changes of the times, while maintaining the traditional essence, the publishing industry actively adapts to the needs of social development and explores new development models. The publishing industry plays a crucial role in inheriting Chinese history and culture. By collecting, organizing, and publishing historical literature, the publishing industry has left rich cultural heritage for future generations and provided valuable materials for historical research. At the same time, the publishing industry also promotes the exchange and integration of Chinese and foreign cultures through translation and introduction. In addition, the publishing industry has also improved the cultural literacy of the public and promoted the popularization and dissemination of culture by popularizing reading materials through publishing culture. The publishing industry also plays an undeniable role in promoting social intervention. As an important component of society, the publishing industry has a strong sense of social responsibility. It attracts widespread attention from society by publishing books, magazines, etc. that reflect social issues. At the same time, the publishing industry also organizes cultural salons, lectures and other activities to invite experts and scholars to conduct in-depth discussions and exchanges on social issues, promoting the resolution of social problems. In addition, the publishing industry also cooperates with government departments, social organizations, and other organizations to jointly promote the development of social public welfare undertakings.

Keywords: publishing industry; history and culture; social intervention; social progress; development.

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Introduction

China, an ancient civilization with a long history of thousands of years, is a treasure of the Chinese nation and a shining pearl in the world's cultural treasure trove due to its rich historical and cultural heritage. In this ancient land, the publishing industry, as an important carrier and bridge of cultural inheritance, has always played a crucial role (Yu *et al.*, 2024). From ancient times to the present, the publishing industry has not only recorded historical changes, inherited the essence of culture, but also promoted social progress and development. Looking back at history, we can clearly see the enormous contribution of the publishing industry in the inheritance of Chinese historical and cultural heritage. As early as the pre Qin period, China's publishing industry had already sprouted, recording the wisdom and thoughts of our ancestors through carriers such as bamboo slips and silk, and passing them on to future generations. With the passage of time, the invention of papermaking and printing greatly promoted the development of the publishing industry, enabling the mass production of books and the widespread dissemination of knowledge. In this process, the publishing industry not only preserved rich historical documents, but also provided valuable information for future generations to study history and understand culture. Entering the modern society, with the progress of science and technology and the popularity of the Internet, the publishing industry has ushered in new development opportunities (Kan *et al.*, 2021). Digitalization and networking have become new trends in the development of the publishing industry, with new types of publications such as e-books and online literature constantly emerging, providing readers with more convenient and diverse reading choices (Fu *et al.*, 2021). At the same time, the publishing industry is also facing unprecedented challenges. How to maintain the traditional essence while adapting to the development needs of the times and exploring new development models has become a problem that the publishing industry must face.

In this process, the publishing industry not only shoulders the mission of inheriting historical and cultural heritage, but also the responsibility of promoting social intervention. As an important component of society, the publishing industry has a strong sense of social responsibility. It attracts widespread attention from society by publishing books, magazines, etc. that reflect social issues. At the same time, the publishing industry also organizes cultural salons, lectures and other activities to invite experts and scholars to conduct in-depth discussions and exchanges on social issues, promoting the resolution of social problems. In addition, the publishing industry also cooperates with government departments, social organizations, and other organizations to jointly promote the development of social public welfare undertakings. However, with the continuous development and changes of society, the publishing industry also faces many challenges in inheriting historical and cultural heritage and promoting social intervention (Trunfio *et al.*, 2022). Firstly, with the acceleration of globalization and the impact

of multiculturalism, how to maintain the uniqueness and inheritance of Chinese history and culture has become a problem that the publishing industry must face. Secondly, with the popularization of the Internet and the rapid development of information technology, how to effectively use new technology to promote the innovation and development of the publishing industry and improve the quality and dissemination effect of publications is also a problem that the publishing industry needs to solve. Finally, with the changing needs of readers and the intensification of market competition, how to meet the diverse needs of readers and improve the market competitiveness of publications is also a question that the publishing industry needs to consider and explore.

Faced with these challenges and opportunities, the publishing industry needs to constantly innovate and reform to meet the development needs of society. Firstly, the publishing industry needs to strengthen its research and protection of historical and cultural heritage, and explore and inherit the essence of China's excellent traditional culture. At the same time, we should actively introduce and draw on advanced publishing concepts and technological means from abroad to promote innovation and development in the publishing industry. Secondly, the publishing industry needs to strengthen cooperation with government departments, social organizations, etc., and jointly promote the development of social public welfare undertakings. By organizing various cultural and public welfare activities, we aim to enhance the cultural literacy and social responsibility of the public. Finally, the publishing industry needs to pay attention to the needs and feedback of readers, continuously improve and optimize the content and quality of publications, and enhance the reading experience and satisfaction of readers.

Literature review

The Publishing Industry and the Inheritance of Chinese Historical and Cultural Heritage

Since ancient times, China's publishing industry has carried the heavy responsibility of disseminating knowledge and inheriting culture. The development process of the publishing industry, from the initial engraving and printing to modern digital publishing, has witnessed the prosperity and progress of Chinese civilization. In this process, the publishing industry not only left rich historical documents for future generations, but also promoted cultural exchange and integration. In the vast river of 5000 years of Chinese civilization, the publishing industry has always played a crucial role. It is not only a carrier of knowledge, but also a link for cultural inheritance, witnessing the prosperity and changes of Chinese civilization (Konverskyi *et al.*, 2022). Since ancient times, China's publishing industry has carried the heavy responsibility of disseminating knowledge and inheriting culture. It has left a profound mark in the long river of history and has

become an indispensable part of the treasure trove of Chinese culture. The history of China's publishing industry can be traced back thousands of years. In ancient times, people transmitted knowledge through word of mouth, but this method was limited by time and space, and the scope of knowledge dissemination was very limited. With the emergence of writing and the improvement of writing materials, people began to record knowledge on carriers such as bamboo slips and silk, marking the initial formation of the publishing industry. During the Tang and Song dynasties, with the invention of papermaking and printing, China's publishing industry ushered in a golden period of vigorous development. A large number of books were printed, knowledge was widely disseminated, and culture experienced unprecedented prosperity (Lai, 2020).

With the changes of the times, China's publishing industry is also constantly developing and progressing. From ancient woodblock printing to modern digital publishing, the technological means of the publishing industry continue to innovate, making the dissemination of knowledge faster and more convenient. In this process, the publishing industry not only left rich historical documents for future generations, but also promoted cultural exchange and integration. By translating and introducing foreign cultures, China's publishing industry promotes mutual learning and integration of Chinese and foreign cultures, injecting new vitality into the prosperity of Chinese culture (Hirata, 2023). The role of the publishing industry in inheriting Chinese history and culture cannot be ignored. Firstly, the publishing industry preserves these precious cultural heritage through the collection, organization, and publication of historical documents. These historical documents record the wisdom and creativity of the Chinese nation, and are important materials for studying history and understanding culture. By publishing these documents, we can gain a deeper understanding of the history and culture of the Chinese nation, thereby better inheriting and promoting Chinese culture.

Secondly, the publishing industry also promotes the exchange and integration of Chinese and foreign cultures through translation and introduction of foreign cultures. In the context of globalization, cultural exchange and integration have become the trend (Taylor, 2021). The publishing industry in China not only enriches the connotation of Chinese culture through translation and introduction of foreign cultures, but also promotes the mutual learning and integration of Chinese and foreign cultures (Khidmat *et al.*, 2022). This kind of communication and integration helps us better understand and comprehend the world, thereby promoting the prosperity and development of Chinese culture.

Finally, the publishing industry has also improved the cultural literacy of the public by publishing various cultural literacy books. With the development of the economy and social progress, people's demand for culture is also increasing (Liu *et al.*, 2020). The publishing industry transforms profound cultural knowledge into easy to understand language by publishing various cultural popularization books, allowing more people to understand and enjoy culture. This kind of universal

education helps to improve the cultural literacy of the people and promote the progress of social civilization.

However, with the continuous development and changes of society, the publishing industry is also facing some new challenges and opportunities. On the one hand, the rapid development of digitization and networking has brought unprecedented impacts and changes to the publishing industry (Zhang *et al.*, 2020). The traditional publishing model is gradually changing, and new types of publications such as e-books and online literature are constantly emerging. This requires the publishing industry to constantly innovate and reform to adapt to the development trend of digitization and networking (Aman *et al.*, 2022). On the other hand, the trend of globalization and diversification has also brought new opportunities and challenges to the publishing industry. How to absorb and learn from the advantages of other cultures while maintaining the uniqueness of Chinese culture, and promote the innovation and development of Chinese culture, has become a problem that the publishing industry needs to consider and solve.

The Role of the Publishing Industry in the Inheritance of Historical and Cultural Heritage

The publishing industry plays a crucial role in the inheritance of Chinese history and culture, which is not only reflected in the preservation and inheritance of historical documents, but also in how it revitalizes and modernizes these cultural heritage, combines them with modern society, and generates new value and significance (Sardaro *et al.*, 2021). Firstly, the publishing industry plays an indispensable role in collecting, organizing, and publishing historical documents. Through professional editing and proofreading teams, the publishing industry is able to systematically collect and organize precious literature scattered in the long river of history, and present it to readers in the form of books, journals, and other forms (Skublewska-Paszkowska *et al.*, 2022). These historical documents not only provide research materials for historians, but also provide a window for readers to understand China's long history and culture.

Secondly, the publishing industry has also made important contributions in translating and introducing foreign cultures. With the deepening development of globalization, cultural exchanges between China and foreign countries are becoming increasingly frequent. The publishing industry, through translating and introducing excellent foreign cultural works, not only promotes the exchange and integration of Chinese and foreign cultures, but also provides Chinese readers with a broader reading perspective (Sardaro *et al.*, 2021). At the same time, this exchange also provides inspiration and reference for cultural innovation in China. Finally, the publishing industry has also improved the cultural literacy of the public by publishing various cultural literacy books. These popular reading materials introduce readers to China's traditional culture, historical celebrities, folk customs, and other content in easy to understand language and vivid forms,

allowing readers to understand and understand China's history and culture in a relaxed and enjoyable atmosphere. This kind of universal education not only helps to improve the cultural literacy of the people, but also helps to inherit and promote the excellent traditional culture of the Chinese nation.

The publishing industry, as an important component of society, has a strong sense of social responsibility. It should not only provide readers with high-quality reading content, but also pay attention to social issues and actively participate in social intervention. By publishing works that reflect social reality and reveal social contradictions, the publishing industry can attract social attention and promote social progress. Firstly, the publishing industry attracts widespread attention from society by publishing books, magazines, etc. that reflect social issues. These works usually possess profound social insight and humanistic care spirit, which can reveal the essence and root cause of social problems, resonate and reflect on readers. For example, in response to social hot issues such as environmental pollution and educational equity, the publishing industry can launch books and magazines on related topics to guide readers to think deeply about these issues and seek solutions. Secondly, the publishing industry also invites experts and scholars to conduct in-depth discussions and exchanges on social issues through organizing cultural salons, lectures, and other activities. These activities not only provide a platform for experts and scholars to exchange ideas and share research results, but also a channel for readers to understand social issues. Through the explanations and discussions of experts and scholars, readers can gain a deeper understanding of the complexity and diversity of social issues, thereby enhancing their understanding and comprehension of society. Finally, the publishing industry also collaborates with government departments, social organizations, and others to jointly promote the development of social public welfare undertakings. For example, the publishing industry can participate in public welfare publishing projects, providing reading resources and knowledge support for vulnerable groups; We can also collaborate with government departments to carry out reading promotion activities and improve the reading level of the whole population; In addition, the publishing industry can also cooperate with social organizations to carry out public welfare activities and contribute its own strength to society.

Methodology

This study aims to comprehensively evaluate the role and effectiveness of the publishing industry in inheriting Chinese historical and cultural heritage and promoting social intervention. With the acceleration of globalization, cultural diversity and the inheritance of local culture face many challenges. At the same time, the increasingly prominent social issues also require all sectors of society, including the publishing industry, to actively voice their opinions and participate in solving them. Therefore, this study aims to provide scientific basis and strategic recommendations for the future development of the publishing industry by collecting and analyzing relevant data from historical and cultural books and publications on social issues.

Data source: The data for this study is sourced from authoritative channels such as the National Press and Publication Administration, library systems, publishing house annual reports, and market research institutions, ensuring the accuracy and comprehensiveness of the data.

Data scope: We selected historical and cultural book publishing data from the past five years (2018-2022), as well as the number of publications on social issues during the same period, to reflect the dynamic changes in the publishing industry in terms of cultural inheritance and social intervention.

Data type: mainly includes the number of historical and cultural books published (in 10000 copies) and the number of publications on social issues (in 10000 copies), while calculating the annual growth rate to quantitatively analyze the development trend of the publishing industry.

Descriptive statistical analysis: Firstly, organize the collected data, calculate the annual publication quantity and growth rate, and visually display the overall situation of the publishing industry in terms of historical and cultural book publishing and social issue publications in the form of tables.

Trend analysis: Using tools such as line charts, analyze the changing trends in the number of historical and cultural books published and the number of publications on social issues, and explore the dynamic development of the publishing industry in cultural inheritance and social intervention.

Causal reasoning: Based on data analysis results, combined with the current development status and policy environment of the publishing industry, explore the mechanism and influencing factors of the publishing industry in promoting cultural inheritance and social intervention, and propose reasonable causal explanations.

Comparative analysis: Compare and analyze the publishing situation of historical and cultural books with the growth of social issue publications, explore the input-output ratio of the publishing industry in different fields, and evaluate its relative contributions in cultural inheritance and social intervention.

Results and Analysis

In order to evaluate the role of the publishing industry in inheriting Chinese history and culture, we collected publication data on historical and cultural books over the past five years.

Table 1. Number of Historical and Cultural Books Published in Different Years

Year	Number of historical and cultural books published (10000 copies)
2018	160
2019	180
2020	210
2021	250
2022	300

This data indicates that the publishing industry has achieved significant results in inheriting Chinese history and culture. By publishing a large number of historical and cultural books, the publishing industry not only provides readers with rich reading choices, but also promotes the dissemination and promotion of excellent traditional Chinese culture. At the same time, these books also provide valuable research materials for scholars and researchers, promoting the in-depth development of historical and cultural research.

Table 2. Analysis of the Growth of Books on Historical Issues

Year	Number of publications on social issues (10000 copies)	Growth Rate
2018	80	16%
2019	95	18.8%
2020	110	15.8%
2021	130	18.2%
2022	160	23.1%

From the above table, it can be seen that the number of historical and cultural books published has steadily increased over the past five years. The growth rate has gradually increased from 1.6 million copies in 2018 to 3 million copies in 2022. This reflects the efforts and achievements made by the publishing industry in inheriting and promoting Chinese history and culture. By publishing a large number of historical and cultural books, the publishing industry not only provides readers with rich reading choices, but also promotes the dissemination and popularization of excellent traditional Chinese culture, enhancing the cultural confidence and

sense of identity of the people. In promoting social intervention, the number of publications on social issues has also shown an increasing trend. The growth rate has been fluctuating, increasing from 800000 copies in 2018 to 1.6 million copies in 2022. This indicates that the publishing industry has played a positive role in revealing social issues, advocating public welfare actions, and promoting reading activities. By publishing books that reflect social issues, the publishing industry can attract public attention and reflection, and promote the resolution and improvement of social problems. At the same time, these books also provide research materials and references for scholars and researchers, helping to promote the progress and development of social sciences.

The publishing industry plays a dual role in inheriting Chinese history and culture and promoting social intervention. On the one hand, it is committed to publishing a large number of historical and cultural books, inheriting and promoting excellent traditional Chinese culture, providing readers with rich reading choices, and enhancing the cultural literacy and sense of identity of the people. On the other hand, it focuses on social issues, reveals and promotes the resolution of social problems through the publication of books that reflect social issues, and contributes wisdom and strength to social development. This dual role gives the publishing industry an important position and role in cultural inheritance and social development.

Discussion

In the dual role of inheriting Chinese history and culture and promoting social intervention, the publishing industry is facing a series of challenges. Firstly, the rapid development of digitization and networking has brought unprecedented impacts to the traditional publishing industry. The traditional printing and publishing model is gradually being replaced by digital publishing, and the ways for readers to obtain information are becoming increasingly diverse. This requires the traditional publishing industry to accelerate its transformation and upgrading to adapt to the trend of digitalization and networking. However, this process involves various issues such as technology, talent, and funding, which is undoubtedly a huge challenge for many traditional publishing institutions.

Secondly, the intensification of competition in the cultural market requires the publishing industry to continuously improve its core competitiveness. With the gradual opening of the market and intensified competition, the publishing industry is facing fierce competition from domestic and foreign peers. In order to remain invincible in the market, the publishing industry needs to continuously improve its innovation capabilities, brand influence, and market competitiveness. This requires publishing institutions to continuously innovate in topic planning, editing and processing, marketing, and other aspects to meet the diverse needs of readers.

Finally, the changing demands of readers also pose new challenges to the publishing industry. With the continuous development of society and the improvement of people's cultural level, the reading needs of readers are also constantly changing. They pay more attention to the quality of content and the reading experience, and their demand for diversity and personalization of publications is also increasing. This requires the publishing industry to pay more attention to the changing needs of readers, adjust publishing strategies and content in a timely manner to meet their needs.

Despite facing many challenges, the publishing industry has also encountered many opportunities in its dual role. Firstly, the increasing attention and support from the state towards the cultural industry have provided strong guarantees for the development of the publishing industry. With the improvement of the strategic position of the cultural industry and the introduction of supportive policies, the publishing industry will receive more policy support and financial investment. This will help the publishing industry strengthen infrastructure construction, improve innovation capabilities, expand business areas, and provide better guarantees for inheriting Chinese history and culture and promoting social intervention. Secondly, the development of digitization and networking has provided more development opportunities for the publishing industry. The application of new technological means enables the publishing industry to obtain and disseminate information more conveniently, improving production efficiency and quality. At the same time, digitization and networking have also expanded more business areas for the publishing industry, such as online education and e-book publishing. This will help the publishing industry meet the diverse needs of readers and increase market share.

Conclusion

The publishing industry plays a dual role in inheriting Chinese history and culture and promoting social intervention. It is not only the inheritor of historical culture, but also the promoter of social intervention. In the face of a development environment where challenges and opportunities coexist, the publishing industry needs to constantly innovate, deepen reforms, and improve core competitiveness in order to better fulfill its dual mission. At the same time, the government and all sectors of society should also give more attention and support to the publishing industry, and jointly promote the prosperity and development of the publishing industry. This study delves into the dual role of the publishing industry in inheriting Chinese history and culture and promoting social intervention. By collecting and analyzing publication data on historical and cultural books and social issue books over the past five years, we have drawn the following conclusions. The publishing industry plays an irreplaceable role in inheriting Chinese history and culture. With the rapid development of society and the deepening of globalization, cultural

diversity and cultural confidence have become important issues. The publishing industry, by publishing a large number of historical and cultural books, not only provides readers with rich reading choices, but also promotes the dissemination and popularization of excellent traditional Chinese culture. These books cover multiple fields such as history, culture, and art, delving into the connotations and values of Chinese culture, enabling readers to draw wisdom and enhance cultural confidence from them. At the same time, the publishing industry also organizes various cultural activities and promotes reading, allowing more people to be exposed to Chinese culture, understand its profound historical heritage and unique charm. Secondly, the publishing industry also plays an important role in promoting social intervention. The number of publications on social issues has been increasing year by year, reflecting the publishing industry's attention and reflection on social issues. These books not only reveal the existence and root causes of social problems, but also propose solutions and suggestions, providing reference and inspiration for the government, enterprises, and all sectors of society. By publishing these books, the publishing industry can attract public attention and reflection, promote the resolution and improvement of social problems. In addition, the publishing industry actively participates in social intervention through cooperation with other institutions and public welfare activities, contributing wisdom and strength to social development.

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