

Comparative study on the organizational behavior in National and Local governments: the case of respondent to the protest movement on Korea-America FTA

Kim Lira¹

All organizations have their own mission to choose the strategy and structure in compliance with their circumstance. However previous studies hardly explored the strategy of public organization due to traits of public affair. Rainey(2003) argued that the distinctive characters of public sector start to be highlighted for real demands such as privatization and it is necessary to build the it's own strategy studies. Strategy studies focus the Miles and Snow's typology (1978) which consists of 'prospector,' 'defender,' 'analyzer,' 'reactor' on formulating actions congruent with the external environment. Moreover, O'Toole (2008) concludes that 'defender' strategy is appropriate for public organization's strategy, while 'prospector' strategy is most pertinent to private sector.

Yet public organizations can handle their strategy in their resources and expectations, we can suppose that local government's conducts which nature is closeness and openness to the citizens are different with the national government's which is not. This research question presumes that local government might reflect citizens' demand and strive to innovate and take risk, on the other hand national government might sustain the stable and equilibrium as O'Toole mentioned above.

In this paper, Korea-America FTA case is studied to test my hypothesis. Recently, Korea and US achieved agreement on additional agenda for beef trade of their Free Trade Agreement (FTA), and, national and Heongseong, my sample local government in Korea respond to assemblies against it in different way. This paper investigated bureaucrat's announcement on public gazette, document and their website, and empirically analyzed them with contingency strategy typology. This study helps understanding the strategy of organizations, especially in public affairs.

Key words: Organizational behavior, National and Local government, Free Trade Agreement, Korea-America, Public organizations - Korea, Local Government

¹Graduate School of Public Administration, Seoul National University