

## Abstract

In view of the importance of making effective disciplinary actions in organizations and the impact of fit between regulatory focus and message framing (promotion focus and gain-framed message vs. prevention focus and loss-framed messages) in increasing motivational responses, this study will take both the actor- and receiver-focused perspective to examine both the message framing styles of hypothetical managers (Study 1) and the value from fit in creating change of subsequent work performance of the hypothetical subordinate (Study 2). The results in Study 1 have revealed that Caucasian Americans tended to use more loss-framed messages than Hong Kong Chinese. And Study 2 results have confirmed the value from regulatory fit would transfer to an increase in subsequent work performance of the subordinate. Discussion will focus on how East-Asian cultural orientation of avoiding social disruption may affect the actor's styles of message framing that is not predicted by regulatory fit hypothesis and the transfer of value from fit to receivers' motivational responses.