

名字好读的员工更易升职 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_90_8D_E5_AD_97_E5_A5_BD_E8_c96_646791.htm People with simple names enjoy quicker career advancement because hard-to-pronounce names inspire negative reactions from superiors, a study has found。 Researchers found that a ' name pronunciation effect ' played a major role in how people were perceived by colleagues and friends。 The team of American and Australian scientists concluded that the easier a person ' s name was to say, the better their success was in the workplace and the quicker they were promoted。 Their study, published in the Journal of Experimental Social Psychology, also found a simple name improved people ' s ability to make new friends。 Dr Simon Laham, from Melbourne University, who led the study, said people with simple names were generally judged more positively。 “ The effect is not due merely to the length of a name or how foreign-sounding or unusual it is, but rather how easy it is to pronounce," he said。 Dr Adam Alter, a co-author from New York University ' s Stern School of Business, added: “ People simply aren ' t aware of the subtle impact that names can have on their judgments。 ” In their study, mainly conducted in the field, the team investigated the way names can influence a person ' s impressions and decision making。 They looked at dozens of surnames from different nationalities of about 500 university student volunteers from Anglo, Asian, and European backgrounds and a field of 500 lawyers in America。 The team

found that people with more ' pronounceable ' names were more likely to win political office. Meanwhile, they found that American lawyers with easier sounding names were promoted faster within their law firms。 The findings add weight to previous research which suggested that company stocks with simpler names outperformed more complex business names immediately after they appear on the market。 一项研究表明，名字简单的人更容易得到升职，因为难读的名字会令上级反感。 研究人员发现，“读名效应”在同事和朋友对你的印象中起着重大作用。 美澳两国的科学研究小组得出结论称，一个人的名字越容易读，就越容易在职场取得成功，也更容易得到晋升。 他们的研究发表在《实验社会心理学杂志》上，研究结果还表明，简单的名字可以提高人们交到新朋友的能力。 研究负责人、墨尔本大学的西蒙

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