

Subject Review: Organizational Identification Of Business Organizations

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ABSTRACT

The concept of Organizational Identification (OI) has had an interesting history, spanning nearly more than seven decades (1947-present). Although it was proposed in 1950 the concept remained static and stable until the early nineties. In 1970 it lost its identity and was classified under the definition of Attitudinal Obligation (ATOC) Hence, it is often referred to as "Cinderella Organizational Studies". In the late 1980s, organizational Identification was recognized as a unique construct, in order to distinguish it from other related constructs with a differential effect on individual and organizational outcomes. In a comprehensive review of the literature, this review consolidates key milestones in the evolution of organizational Identification over the past seven decades. This article highlights current research trends in the field of organizational homology identification, It raises questions about some of the trends that could pose a threat to the definition of basic organizational Identification from the past, It concludes by providing guidance for future research on identifying organizational Identification.

Keywords: *Organizational Identification, Business Organizations.*

INTRODUCTION

Organizational Identification is one of the relatively recent concepts in the field of management. It is well known that the organizations have a vision and mission that differ among themselves according to the ideas that the owners of these organizations come up with. Thus, it has been working seriously to ensure that employees believe in its strategic directions (vision, goals, and mission) Through the organizational Identification that takes place between the individual and the organization in which he works, he can satisfy some of his needs and goals. And then consistent with the organization and its goals, In order to achieve the required level of organizational uniformity, it is necessary to prepare its employees at different levels of employment so that they have positive feelings about the organization and that it is the right place for their work. Many studies have indicated that organizational uniformity reduces negative effects and increases the effectiveness of the organization and the achievement of its goals.

LITERATURE REVIEW

The roots of the concept of organizational Identification can be traced back to political theory by Lasswell (1965), which focused to a large extent on the Identification of the masses. This leads to the emergence of many identities, such as the national (social) identity, as (Lasswell) tried to find a relationship between personal motives that are often unconscious, So it is specifically a form of social identity Identification (Moksness, 2014:5) He used the term Identification to mean the oneness and union of a person with a certain thing, group, person, or idea, Many other writers have shown their influence on Lasswell's use of the term Identification Also (Chester Barnard, 1938) contributed to the crystallization of this concept in terms of its focus on the that workers have the desire to make additional efforts and devote their energies to achieving organizational goals when they feel that the organization is working to achieve congruence between its goals and the personal goals of employees. (Simon,1947), he drew a luminous thought in establishing the knowledge base of the concept in terms of focusing on the relationship between workers and the organization from the side of organizational membership (Kumar, 2015:37) The characteristics indicate that

organizations that have a strong identity have central features, are distinct from other organizations and remain the same for longer periods of time. The scientist (Foote, 1951) is considered the first to use it (as a concept) for the term similarity in the organizational context. (Foote) considered that Identification is an essential element in motivating individuals and considers it to be the individual's view of himself as a member of the organization, and this motivates the working individual to work on behalf of the organization (Al-Ghazali & Al-Khuza'i, 81:2116) After nearly (20) years of the contribution of (Foot) (Brown) presented in (1969) his empirical paper to verify similarity in organizations, the review showed about the concept of organizational identity That there are many definitions that explain the nature of this concept, and the reason for this diversity is due to the difference in the issue of theorizing by scholars according to their different intellectual, philosophical and specialized backgrounds, with which they dealt with the concept of organizational Identification. (Ekmekci & Casey,2009) (Johnson et al.,1999:160) considers organizational Identification as the psychological relationship that binds the worker to the organization through the strong feeling generated by that relationship with the organization as a social entity aimed at achieving a specific goal. It is also defined as the process of affiliation, union, or harmony of the worker with the organization. (Jonson & Voipe,2010) Finally, (Carol,2001) indicates that organizational Identification is formed in several ways, one of these methods is through the similarity of values and common goals between employees and the organization. The other and more modern method of constructing the concept of Identification is done with the help of social identity theory. And (Bhattacharya et al.,1998:460) believe that social psychologists defined Identification as expectations about the behavior of others in dealings and by focusing on the framework of factors that increase or decrease the development and maintenance of Identification. Economists and sociologists have been concerned with how organizations create incentives to reduce the fears and uncertainty (and thus increase uniformity) associated with interactions between strangers (Goffman,1971; Zucker,1986) Organizational Identification is seen as meaning the internal content, that is, the employees' vision of the organization, and from the point of view of (Albert & Wetten's,1985) This concept means "how we see ourselves". We have demonstrated that organizational Identification refers to characteristics that perceive the work of employees to be central features of the organization; What makes the organization special and unique compared to other organizations in the eyes of the employees. The table below represents the stages of development of organizational Identification.

Time Period	Developments in organizational Identification Research	Examples of Selected Studies
1940 s-1950s	Initial conceptualization of organizational Identification .	Simon,(1947) ; Foote (1951); March & Simon (1958).
1950s-1970s	Few publications in the area defining organizational Identification as connect between the organization and self-concept.	Brown (1969); Hall et al.,(1970); (Lasswell,1965) ; Lee (1969); Patchen(1970); Rotondi(1975a, 1975b); Schneider, Hall & Nygren (1971).
1970s-1980s	organizational Identification muddled with ATOC; lost its identity as a unique construct	Mowday, Steers & Porter (1979); Porter, Steers, Mowday & Boulian (1974).
1980s-1990s	Emergence of organizational Identification as a unique cognitive construct ; linkage with SIT (Ashforth and Mael, 1989)	Ashforth & Mael (1989); Dutton et al.,(1994); Mael & Ashforth (1992); Mael & Tetrick (1992).
1990s-2000s	Growing empirical support for organizational Identification as a distinct construct Exploring the darker side of identification in forms of disidentification, ambivalent identification, neutral identification, or over-identification.	Bergami & Bagozzi (2000); Gautam et l.,(2004); Mael (1988); van Knippenberg & Sleebos (2006) Ashforth et al.,(2008); Dukerich et al., (1998); Elsbach (1999);

		Kreiner & Ashforth (2004).
2000s and Onwards	Confirming that the influence of organizational Identification on individual and organizational outcomes was different than the influence of related constructs such as ATOC or AOC	Riketta (2005).
	Exploring multiple dimensions of organizational Identification such as the cognitive, affective, emotional, and behavioral identification; Exploring multiple foci for organizational Identification such as team, work-group, career, occupation etc.	Bergami & Bagozzi (2000); Ellemers et al., (1999); Van Dick (2001, 2004); van Dick & Wagner (2002).
Source: Pattnaik, S. & Tripathy, S., (2020). "Organizational Identification (OID): A Review of Major Developments in the Field and Recommendations for Future Research. SOUTH ASIAN JOURNAL OF MANAGEMENT,27. 28-53.		

The importance of organizational Identification is ultimately in the interest of the organization, to achieve its goals efficiently and effectively, and in the interest of the individual himself, as it develops in the individual the spirit of belonging, cooperation, loyalty, and sincerity, Thus, the development of creativity and innovation. (Simon,2007:750) (Todorović et al.,2017:872) indicate that organizational Identification is a fundamental and vital factor for the work climate in the organization, as it affects the satisfaction and efficiency of employees, The most important success factors are the availability of congruence and harmony between personal goals and interests on the one hand, and the goals of the organization on the other. The process of organizational Identification has become necessary for organizations that seek success and progress because it creates a state of harmony and compatibility between the individual and the organization. Thus, it helps organizations move forward to achieve their goals correctly. (Kim et al.,2010:558) and (Sha,2012:295) see the importance of Identification for organizations through the following:-

1. Its important in the decision-making process within the organization, meaning that when the individual makes alternatives to the option, he does not only take into account his personal goals, but also the goals of the organization.
2. Organizational Identification brings great benefits to organizations such as commitment, organizational citizenship, and performance as well as reducing conflict and monopoly within the organization.
3. The organization's employees accept change and development easily and easily, with their conviction that this change is for the benefit of the organization.
4. The psychological connection between workers as a work team in terms of their one destiny, meaning that the success or failure of the organization affects them all.

DIMENSIONS OF ORGANIZATIONAL IDENTIFICATION

A. Loyalty: Organizational loyalty is the individual's tendency to engage in the performance of specific activity on a regular basis because of the cost that would accrue to him if he did not do so. And For the organization, the activities consist in continuing to work in it. But the perceived cost to the employee may be the loss of some advantages and seniority and the disruption of his personal relationships if he leaves them (Allen & Meyer, 1990:18) According to (Streers,1977:46) organizational loyalty is the strength of the individual's conformity with his organization and his association with it. It is a type of sincerity and honesty and deals with attitudes and behaviors such as support for organizational goals or defending the organization (Bartels,2011:5) And simulating the behavior of other members in order to achieve the goals of the organization. Therefore, the management of many organizations seeks to develop and train their employees and work to create policies to develop the meaning of dedication to work (Iqbal & Saija,2015:2).

B. Affiliation: The motive that directs the individual to the necessity of belonging to the group or organization. It stems from the worker's need to consider himself as one of the members of the organization with common interests that motivate him to harmonize with them and seek protection and assistance from them It is the worker's need to build associative relationships with other workers such as their colleagues, subordinates, and supervisors, and it requires communication and interaction with others if it is to be achieved. (Reese,2014:3) (Dumbrava,2014:14) indicated that

affiliation represents the degree of self-understanding and awareness of the worker through his association with the organization and his affiliation with it, and his elevation above his membership in the organization.

C. Similarity: is the third and most important dimension or pillar for the success of the process of organizational similarity, as it refers to the common characteristics between the individual and others within the organization. and the individual and organization in which they see themselves, The individual's self-awareness and understanding of the characteristics and values of common goals with others (Solan & Ruppini,2001:18) indicated that individuals accept and absorb organizational beliefs and values that are most similar to them.

CONCLUSION

Organizational Identification has attracted significant academic interest over the past few decades. In this article, the researcher provides an overview of areas of organizational Identification. and reviews some of the latest works, Others have argued for integrating different currents of work on Identification and defining Identification “into a unified framework” (Miscenko & Day 2016:237), I suggested that the different approaches reviewed here are best viewed as a unifying "perspective" with concerns central to agency and process issues. My theory is important because it brings together a wide range of mostly independently occurring conversations about identity functioning and the determination of organizational Identification and attempts to initiate new discussions about Identification work processes. The arguments presented here constitute an attempt to advance an unconventional view of phenomena that are often well understood in order to see things differently and to "maximize what we see". Identification is deceptively familiar, and its importance in explanations of organizational processes and outcomes requires us to constantly re-evaluate what we think we know in order to mitigate complacency and spark new insight.

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