Human resource management

UNIT 6: **Organizational identity**

TOPICS DISCUSSED

- Remote working and new values of organization
- Remote working and new symbols
- Remote working and rebranding of organization

Introduction

Previous chapters looked at motivation, satisfaction, engagement, organizational climate and organizational culture. In discussing these topics, one often gets that feeling that jobs have only become a means for people to meet their needs. We regularly read and listen to contributions on the topic of satisfaction whose main thrust is that employers should do everything in their power to satisfy their employees' needs.

All too often we neglect the issue of the purpose of a specific organization or company. Why does a company exist? So that its satisfied employees could meet their needs? Of course not.

A company or an organization is there to meet the needs and expectations of:

- owners or founders;
- clients or users;
- employees.

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The list of questions about organizational identity

- What are the main characteristics of the organization?
- Who does the organization have to communicate with and what about?
- What is the organization’s mission and how is the organization committed to its environment?
- What brings together members of the organization and what affinities do they share?
- How was the organization perceived by its environment over time?
- How is the organization perceived by its organization today?

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Organizational image

According to Elsbach (2013), **organizational image is people's temporary but transient perception of an organization.** In other words, these are "images" or "mental representations" people have of an organization. An organization can have several concurrent images. This is due to the fact that external publics, as well as internal publics, can each have their own image of an organization.

Elsbach (2013) believes that organizational image consists of the following dimensions:

- legitimacy;
- correctness and consistency;
- reliability and
- reputation.

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Organizational identity

IDENTITY AND IMAGE	
IDENTITY - What the organization really is.	**IMAGE - What the organization looks like.**
• Central focus: What are the essential characteristics of an organization? • Distinguish from others: What qualities distinguish an organization from other organizations? • Continuity: What made the organization unique throughout its existence? • What are the main characteristics of the organization? • With whom and in what connection should the organization communicate? • What is the mission of the organization and how does the organization commit to the environment? • What connects the organization's members, and what do the organization's members have an affinity for? • How has the organization been perceived in the environment over time?	• legitimacy; • regularity; • consistency; • reliability; • competencies; • benevolence; • integrity.

Corporate reputation

Reputation is the perception of an organization's status. An organization's status is ranked (or comparatively classified) with regard to other institutions. It is tied to very disparate attributes, such as reliability, credibility, social responsibility, etc.

Remote working and new symbols

We have already mentioned that the reasons for introducing remote work may vary. For instance, remote work may be introduced to decrease costs or with the desire to have constantly available staff.
Perhaps remote work is part of our organizational structure or a characteristic feature of our business functions. Maybe it contributes to the perceived quality of our products and services.

Be that as it may, all employees should be aware of the organization's central focus, its difference in relation to other organizations, it key features and mission, and in what respects the organization is committed to its environment. The introduction of these changes takes time, and corporate identity management is an essential part of this process.

Remote working and rebranding an organization

Miletsky (2009) found that we tend to equate products and the companies making or selling the products in our everyday conversations about brands. There is an important conceptual difference between a product and a company, however. A company may thus have a large number of different brands and related products on the market, aimed at different target groups.

The behaviour of consumers and the environment is based on the way these individuals or groups perceive the organization as a whole, or, in other words:

- the identity of an organization;
- and the brands produced by an organization.

Numerous empirical studies conducted since 1995 have shown that **an organization's image directly affects customer satisfaction and loyalty.** This was confirmed by researchers all over the world.

References

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Miletsky, J. (2009). Is There a Difference Between a Brand and a Company? What about a Brand and Product?. Published in: Miletsky, J. I. Smith, G. (2009). Perspectives on Branding. Mass: Course PTR. Boston.