IDENTITY IN ORGANIZATIONS: CHALLENGES AND OPPORTUNITIES

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Abstract:

Within the study of individual and group behavior in organizations, trends such as increasing diversity, virtual teamwork, and temporariness during a period of economic downturn alter the social interaction between members at all levels—individual, group and organizational. These changes challenge the fundamental questions regarding what constitutes the self and others. Meanwhile, shifting group and organizational affiliations are often altering existing theories. These issues offer researchers the

opportunity to gain insight into the intra- and inter-personal processes involved in self-conceptions and identity that have captured the attention of management scholars.

Different approaches offer different perspectives and contributions to this area. One approach uses a social psychological perspective by exploring, for example, shifting group identifications, in-group/out-group status, power relations and the affective components of identity. A social constructionist perspective examines how personal identity results from processes of social interaction and exchange, extending the current understanding of processes and outcomes of identity work. While the individual and social antecedents of identity are important research topics, the organizational outcomes of identification are equally diverse and important— organizational commitment, job-related attitudes, and impacts on individual and group performance are areas that merit further research.

The following are some example topic areas that need further research attention and are relevant to the track:

- Social categorization and identity processes
- Feelings and moods involved in identity processes
- Power, influence tactics and political skills in identification
- Identity work and negotiation
- Knowledge and the enactment of identity
- Cultural influences on identification
- Group cognition and collective identification
- Self-categorization within surface- and deep-level diverse groups
- Building identity in teams
- Identity process in organizational teams (renewing commitment to team goals)
- Team member identity in a cross-cultural society
- Identification in virtual and geographically dispersed teams
- Impression management: conveying the desired identity
- Identification in followership and authentic leadership
- Organizational identification and change
- Organizational social and psychological capital and identification
- The interplay between organizational identity and institutional theory

We hope you will join the debate at the upcoming conference.

Keywords: Identity, Identification, and Organizational Behavior