

## Investigating the Effect of Organizational Identity on Employees Self-Esteem in Golgozar Mining & Industrial Company of Sirjan

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**Abstract:** The purpose of this study was to the study of investigating the effect of organizational identity on employees self-esteem in Golgozar mining & industrial company of Sirjan. A descriptive, quantitative, correlational design was used. Statistic population of research concludes all staff of Golgozar mining & industrial company. The population consist of 270 staff. A data collection instrument is included demographic questionnaire, questionnaire of organizational identity and self-esteem. Data analysis included descriptive statistics, Pearson's r correlations, regression analysis, ANOVA analyses and Lisrel 8.5. The results of this study show there is not a significant relationship between membership and self-esteem. According to the results of analysis there is not a significant relationship between loyalty and self-esteem. The results of this study show there is a significant relationship between likeness and self-esteem.

**Keywords:** Organizational identity, Self-esteem, Golgozar mining & industrial company

### 1. Introduction

Organizational identity is characterized as “the features of an organization that describe its essence, that distinguish the organization from others, and that exhibit some degree of continuity over time” (Albert & Whetten, 1985: 5). Although this seminal definition implies an enduring and stable identity, or one that is continuous, other definitions suggest that identity is a dynamic feature of organizations where the label of the identity may stay the same but the interpretation or meaning of that label changes over time allowing the organization to adapt (Gioia, Schultz, & Corley, 2000) and learn (Brown & Starkey, 2000). Current models of identity also suggest that the existence of multiple subidentities (Pratt & Foreman, 2000) may be linked to the adaptation process. Whether described as continuing or enduring, continuous temporally, or mutable and changing, identity is proposed as a filter or schema that guides how organizations interpret issues (Dutton & Dukerich, 1991), and determines future actions (Sarason, 1995).

Self-esteem is a basic human need for which we constantly strive. This being so, what can managers do to bolster self-esteem in their employees? Managers' effectiveness is of more concern in today's world since the economic environment has turned to be competitive, and this has appeared to be so significant in the management literature that fruition would not augment without it. Achievements will not come about unless managers seek to promote the competitiveness spirit among the employees by internalizing organizational attachment (OA) in them (Mael and Ashforth, 1992).

#### Organizational Identity

Organizational identity is the “set of beliefs shared between top managers and stakeholders about the central, enduring, and distinctive characteristics of an organization” (Scott and Lane 2000, p. 44), while Trust can be defined as “one's belief and expectation about the likelihood of having a desirable action performed by the trustee” (Das and Teng 1998, p. 494). Organizational identity represents “organizational members' collective understandings of the features that are presumed to be essential, distinctive, and relatively permanent about the organization” (Gal et al. 2008, p. 292). Organizational identity is shaped by firm goals, missions, practices, values and actions, and as a result it acts as a key differentiator of a given organization as compared with others (Scott and Lane 2000). While organizational identity appears as a social construct that nurtures a shared and collective sense of “who we are” (Fiol 2001; Whetten 2006), it also plays a critical role in the process of internalizing the cognitive structure of the aim and direction of an organization (Albert et al. 2000). This is actually why organizational identity is considered by some scholars as a firm core competency liable to produce competitive advantage, notably through a contextualization and redesign of new adaptive behaviors (Fiol 2001). Fayard and DeSanctis (2010, p. 384) noticed that the strength of collective identity is even greater within social groups which are “informally structured around shared interests by individuals whose membership is voluntary”

#### Self-Esteem

Self-esteem refers to an individual's overall self-evaluation of his/her competencies (Rosenberg, 1965). It is that self-evaluation and descriptive conceptualization that individuals make and maintain with regard to themselves. In this sense, self-esteem is a personal evaluation reflecting what people think of themselves as individuals. For Korman (2001), self-esteem reflects the degree to which the individual “sees him [her]self as a

competent, need-satisfying individual” (p. 32); thus, the high self-esteem individual has a “sense of personal adequacy and a sense of having achieved need satisfaction in the past”. In addition to reflecting a cognition about oneself, Pelham and Swann (1989) note that self-esteem also consists of an affective (liking/disliking) component – high self-esteem people like who and what they are. Thus, people high in global self-esteem agree with statements like “I am a person of worth, on an equal plane with others” and “I am satisfied with myself” (from Rosenberg’s, 1965, widely used measure of self-esteem).

Self-esteem is a person’s overall evaluation of his/her worth, which is normally arrived at by that person’s attending to his/her qualities. Self-esteem indicates one’s attitude regarding self-acceptance, or nonacceptance. It is the degree to which a person believes in his/her capabilities, values, and achievements (Van Dyne & Pierce, 2004). According to Branden, self-esteem comprises six pillars:

(a) Living consciously: the practice of being aware of what affects actions, intentions, values, and objectives,

(b) Self-acceptance: the practice of owning truths regarding one’s thoughts, emotions, or behaviors; of being kind toward oneself with respect to them; and of being “for” oneself in a basic sense.

(c) Self-responsibility: the practice of owning one’s authorship, of one’s actions, and of one’s capacity to be the cause of the effects one desires.

(d) Self-assertiveness: the practice of treating one’s needs and interests with respect, and of expressing them in appropriate ways.

(e) Living purposefully: the practice of formulating goals and formulating and implementing action plans to achieve them.

(f) Personal integrity: the practice of maintaining alignment between one’s behaviors and convictions.

### Conceptual model

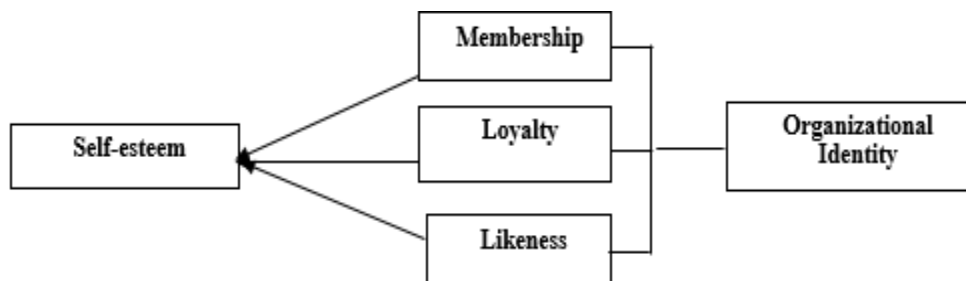


Figure 1: Conceptual model

### Hypotheses

1. There is a significant relationship between membership and employees self-esteem in Golgohar mining & industrial company.

2. There is a significant relationship between loyalty and employees self-esteem in Golgohar mining & industrial company.

3. There is a significant relationship between likeness and employees self-esteem in Golgohar mining & industrial company.

### 2. Research Methods

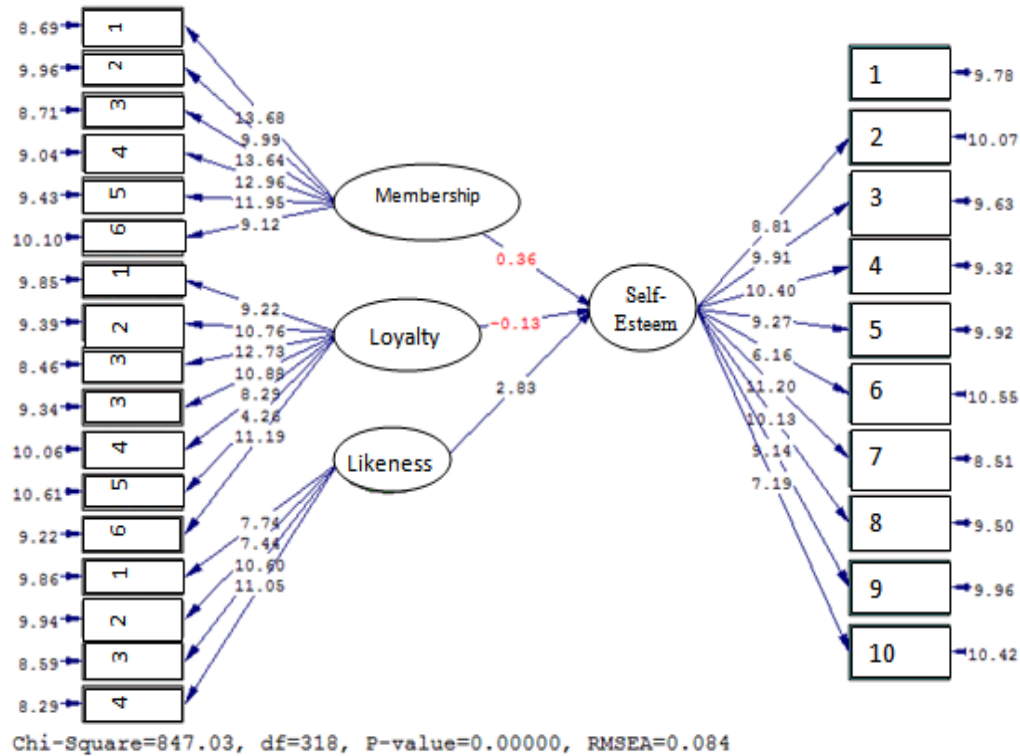
A descriptive, quantitative, co relational design was used. Statistic population of research concludes all employees of Golgohar mining & industrial company in Sirjan. The population consist of 270 staff. A data collection instrument is included demographic questionnaire, questionnaire of organizational identity and self-esteem. The employees answered the same questionnaire including, organizational identity (including 18 questions) and self-esteem (including 10 questions). The cronbach’s alpha that obtained from the pilot data was 0.847 for membership, 0.787 for loyalty, 0.724 for likeness and 0.881 for self-esteem (Treadway et al., 2004; Harris & Harris, 2007). For exploratory analysis were performed of Bartlett and KMO index. Data analysis included descriptive statistics, pearson’s r correlations, regression analysis, ANOVA analyses and Lisrel 8.5.

### Demographics Results

Of the 270 subjects enrolled in the study, 93.6 % were male and 6.4% were female. Among respondents aged 31 to 40 years were the most frequent and least frequent in the age group 41 to 50 years

**3. Results**

The results of this study show the there is not a significant relationship between membership and self-esteem ( $t=0.36$ ). According the results of analysis there is not a significant relationship between loyalty and self-esteem ( $t=-0.13$ ). Thus  $H_0$  is approved and research hypotheses is rejected. The results of this study show the there is a significant relationship between likeness and self-esteem ( $t=2.83$ ) (Figure 1 and 2). Table 2 shows results of the implementation of structural equation modeling research hypotheses. According the results, validity and appropriate fitness model is confirmed (Table 2).



**Figure 1.** Structural equation modeling in the significant estimate

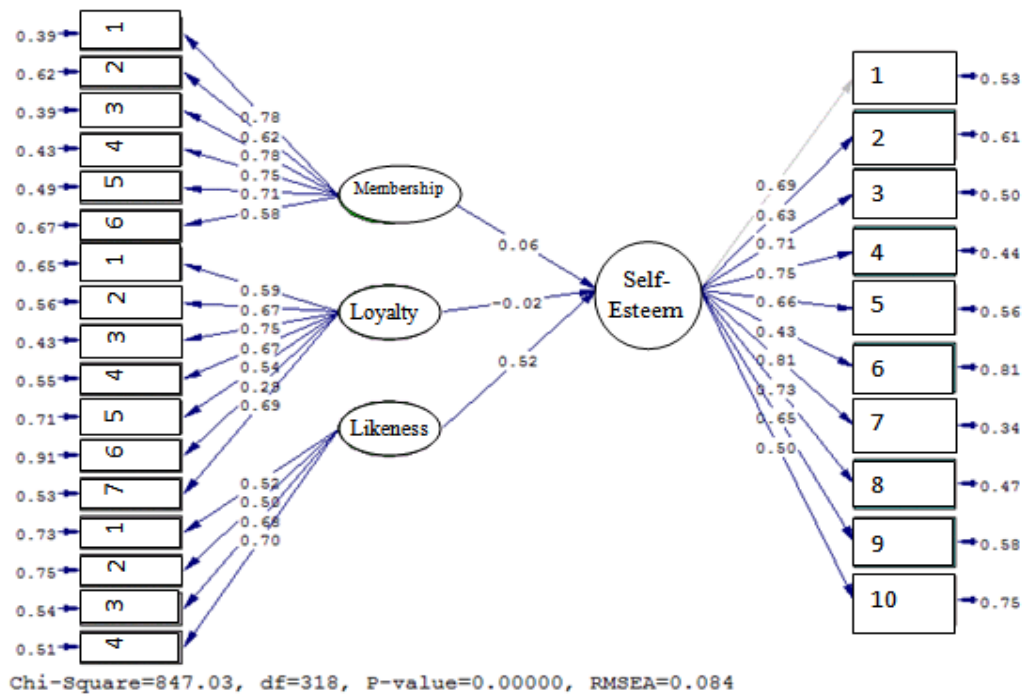


Figure 2. Structural equation modeling in the standard estimate

Table 1: The results of the implementation of structural equation modeling research hypotheses

Relations Variables	Value of t	Direct effect (R)	Indirect effect	Total effect	Result
Membership and Self-esteem	0.36	0.06	-	0.06	Rejected
Loyalty and Self-esteem	-0.13	-0.02	-	-0.02	Rejected
Likeness and Self-esteem	2.83	0.52	-	0.52	Approved

$$\chi^2 = 874.03 \quad df = 318 \quad RMSEA = 0.084 \quad GFI = 0.93 \quad AGFI = 0.91$$

**RMSEA:** Root- mean- square error of approximation **GFI:** Goodness- of-fit index **AGFI:** Adjusted goodness -of-fit index

#### 4. Discussion and Conclusion

The purpose of this study was to the study of investigating the effect of organizational identity on employees self-esteem in Golgohar mining & industrial company. The results of this study show the there is a significant relationship between likeness and self-esteem. This means that the perceived similarity based on common characteristics with regard to values and common goals can increase your self-esteem. The loyalty can be supported by the behavior of organizational goals, sense of pride to the organization or to defend the organization against people outside the organization explained. According the results of analysis there is not a significant relationship between loyalty and self-esteem. Organizational behavior depends on the behavior of employees and employee behavior is influenced by the strength of corporate identity. The organization identity by centrality of behavior, perceived external prestige is affected and managers should detail the organization's central values and managers should focus on organization core values and objectives, dynamics and at the same time providing excellent levels of corporate identity. Organizational identity affects primarily on organizational behavior and self-esteem the people in the organization (Aghababapoor and Nasr Esfahani, 2012). Based on the findings, we recommend by using strategies such as recognition, appreciation of competent staff in all of cultural affairs, social, sports, cooperation, efficiency and valuable employees help. In order to enhance "self-esteem" of staff, to managers and officials Golgohar mining company offered to provide the conditions that people feel they are in the company of valuable, useful and trusted. You can create a reward system based on individual capabilities and competencies achieved.

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