

THE STUDY OF RELATIONSHIP BETWEEN ORGANIZATIONAL IDENTITY AND ORGANIZATIONAL CHANGE ACCEPTANCE (CASE STUDY: WATER AND WASTEWATER COMPANY OF SANANDAJ CITY)

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ABSTRACT

The purpose of this research is to recognize the relationship between organizational identity and organizational changing acceptual. The Statistical population in this research is employees of Water and Wastewater Company of sanandaj city. Statistical population is consisting of 160 persons of employees of this organization which has been calculated by Wokerkan's formula and Morgan's sampling table and with Random Stratified Sampling method relevant with Statistical universe. in the view of research method we can set this one as Descriptive survey method, and in the view of correlation and purpose is operational. therefore to assess the main purpose of this research, we use Chenni's organizational identity Questionnaire (1983) and Salavati, Salasi's changing acceptual Questionnaire (2014), questionnaire Reliability for this two variant is calculated by Cronbach's alpha and the results Respectively are 0.916,0.955.reliability of the questionnaire is calculated by content validity and Construct validity method with the use of Exploratory, Conformity, and KMO index Factor Analysis. Final results of the research would tell about significant relationship between organizational identity and its dimensions consist of membership,loyalty, likeness with organizational changing acceptual.

Keywords: *Organizational Identity, Organizational Changing Acceptual, Changing, Water and Wastewater Company of Sanandaj City*

INTRODUCTION

Corporate identity includes the features that members of the organization feel as main features, features that are unique to describe the organization and over time of relative stability. In other words, when the past, present and future look at those features that the most central, enduring and distinctive features are, who make up the organization (Pussa, 2006).

The basic premise is that each entity has a goal that defines the entity and reveals the reality, therefore, the organizational identity as the element that represents the characteristics of an organization (Wei, 2007).

The organization is influenced by the internal or external environment, and it is constantly subject to change. Changing the answers to some important opportunities and significant behavior that comes from outside the organization is made, interpreted (Papadakis *et al.*, 1998). Repeatedly we have pointed out that the only constant thing is change itself. Change management is first necessary to understand the process of change.

Organizations as a whole and specifically do not like to hear the word change, the change has unpleasant connotations, such as dismissal, transfer, displacement and reduced pay. Change creates stress and tension in the workplace for most of the employees, and this makes them stand to deal with this phenomenon (Robert, 2008).

The organizational identity is an important cognitive variables that not only affects the person's sense of membership in the organization, but also, it determines the organizational behavior in the organizational environment (Prati *et al.*, 2009).

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Statement of the Problem

Corporate identity relates to the experiences and ideas of members of the organization in general. Corporate identity of the company is that employees feel and think as a shared common understanding of values and characteristics of the organization (Hatch, 1997).

Accepting premise is necessary for the organization to be successful in the changes. Many studies have shown that the success of any changes in the organization is strongly dependent on the organization's ability to be able to change (Hansma, 2008).

According to the pace of change in the world today, especially in the science, water and sewerage city of Sanandaj have more success with the rapid changes and ongoing developments and adapt to indoor and outdoor changes.

As previously stated, the success of organizational change requires the acceptance of change by employees and it is one of the factors that play a role in facilitating it. Due to the above, this research studies the effect of the change in corporate identity and reception staff in WWC Organization of Sanandaj. In each part of the organization, there is a correlation between the variables. What is the difference between employees of WWC in Sanandaj based on these variables?

Literature

The most basic definition of corporate identity is the basis for further research on the identity of the organization, including those aspects of the organization that measures the central character, distinguished and continuing to meet temporary (Hatch and Schultz, 1997).

Corporate identity of experiences and ideas that members of the organization in general (Hatch, 1997). One of the perceived corporate identity (belonging) to the organization, where people define themselves based on the characteristics of their organization (Mael and Ashforth, 1992)

In the meta-analysis of corporate identity is known that corporate identity with a lot of behaviors, attitudes underlying variables (state) is the business association (Rikita, 2005).

Corporate identity, including the attitude of the staff that since the 1980s has moved to the forefront of organizational studies and understanding of managers of organizations has increased employee behavior (Cornelissen, 2002).

Corporate identity is to attempt to answer the question "Who are we as the organization?" (Pussa & Tulvanen, 2006).

In the past two decades, the identity of employees, particularly in the areas of management, organizational behavior and human resource management, numerous studies have been carried out parallel to more complex organizations, this concept as a means to create cohesion and a The key to organizational success is more important (Epitropaki, 2012).

Knowledge and efforts to develop and strengthen its corporate identity management is important because the identification of the organization is to reduce the amount of employee turnover, behavior and agreed to increase the organization's goals and ultimately achieve the goals of the organization. Despite much research on the identity of the organization, a little knowledge about the formation and the factors affecting it.

In general, identity theories suggest that his subjects by different groups of members (the working group, organization, business or professional to introduce others (Elsbach and Kramer, 1996).

Realization of organizational behavior depends on the behavior of employees and employee behavior is influenced by the strength of corporate identity. By the central corporate identity, behavior, perceived external prestige is affected (Witting, 2006).

Design of reward and compensation and performance criteria in order to provide rewards to members of the organization also helps members to identify and strong corporate identity through the membership issue.

Organizations need to make to earn the reward and compensation systems, consistent and compatible with the organization's identity.

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The main features and significant actions to strengthen the organization has led and will lead to strengthening the organization's identity (Dukerich *et al.*, 2002).

Lee's viewpoint: Lee defines corporate identity as a person's degree of identification with the organization. His approach to corporate identity focuses on three main aspects: membership, loyalty, similarity.

Membership: This feature is a sense of common goals with employees' feelings or those of their duty is to provide their individual needs.

Loyalty: Loyalty to the attitudes and behaviors points out that the organizational goals to support or defend their organizations against foreigners.

Similarities: the same features as a common similarity between the individual and others within the organization to be used.

Lee defined the show stand apart from other structures. He defined the term as part of a corporate identity using the loyalty-related attitudes and behaviors that support and advocate organizations (Lee, 1971).

Employees with higher corporate identity, generally more productive, more motivated and satisfied and less likely to leave the organization stronger, than the employees with lower corporate identity (Lee, 1971).

The corporate identity is defined as something relatively stable at a common understanding of the key characteristics based on organization and an inter-subjective thinking among employees (Waten and McKay, 2002).

Change simply means that things are different and change (Stewart and James, 1997).

Change means doing things differently than in the past, change refers to the difference in the method of work of the past. This can mean doing things in new ways, seeking new methods, and new technology choices, based on a new system that is looking for a new management approach (Davidson, 2000).

If we consider a continuum, resistance to change on the negative end of the continuum and accept change at the end.

Positive change can be divided into two idle and active that in the first state, employees accept the change, its necessity understand and support it. In addition to accepting the changes, staff changes to be implemented properly cooperated to change (Hansma, 2008).

A Four-Stage Model by Isabella

Isabella considers change at four steps: 1. Predicting 2. Adapting 3. Peak of change 4. The consequences of change.

Each stage has a dominant format reference. Interpretation and interpretation of the reality of these stages from one stage to another is determined by events and incentives on the change and starts.

1. Prediction: display data and information management through a process of interpretation that consecutive changes include the fact interpreted this change as a given event. These changes appear to support previous research that interpret reality constantly changes occur and new facts and new questions are raised. Real rumors, thoughts, thoughtful and decisive factors are used as forecasting tools and people in the field are trying to limit the information they have less uncertainty.

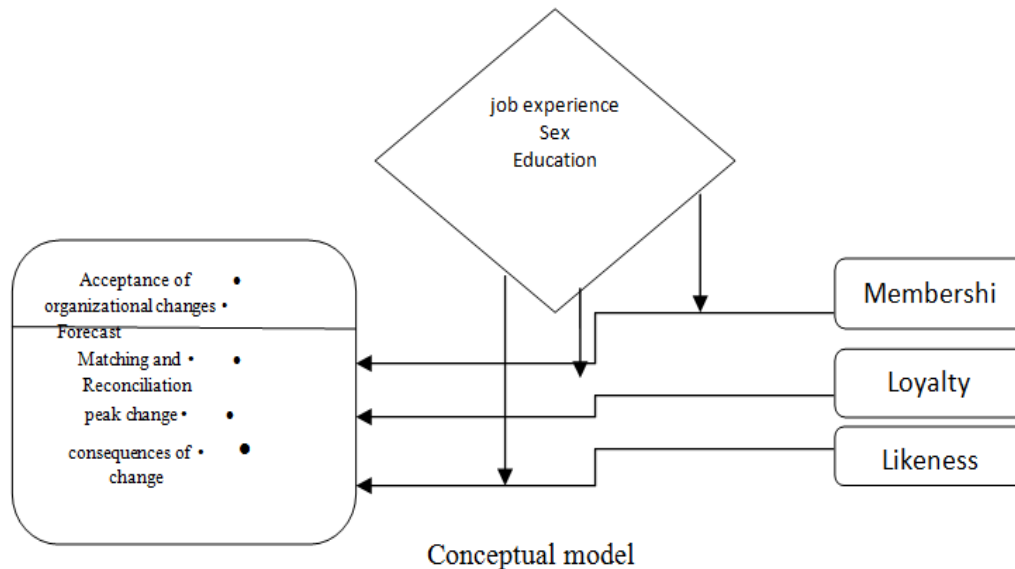
2. Adapting (matching and reconciliation): At this stage, common interpretations and comparison of similar events in the past, one of the hallmarks of approval. Change management should always ask how a change occur in the organization in accordance with the events that occurred.

3. Peak of the change: Questions about rules and behavior in the past, experimenting with new interaction patterns using the symbolism of the new features is the culmination of the change. Change managers at this stage should be given to work, relationships and other aspects of daily responsibilities to influence people.

4. Change outcomes: At this stage, the assessment of the real consequences of an event, including the identification of winners and losers change factors that have benefited from change and changing the

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things that have been affected. Executives at this stage should be able to make the final decision regarding the change that really means is the event to take (Isabella, 1990).



Hypotheses

The Main Hypothesis

There is a significant relationship between the corporate identity and the acceptance of organizational change.

Hypotheses

Organizational membership and the adoption of a significant relationship between organizational changes there.

Between organizational loyalty and acceptance of organizational change there is a significant relationship. Similarities between the organizational and the acceptance of organizational change there is a significant relationship.

Research Methodology

The method used in this research is descriptive and correlation analysis. The study population consisted of 230 employees of water and sewer organization in Sanandaj. The subjects were used randomly. The sample size consisted of 144 at error level of 0/05. In this study, to estimate the reliability of for corporate identity is 0/916 and the acceptance of organizational change is 0/955 which indicates the stability and internal consistency of the questionnaire.

Data Analysis

Descriptive Statistics

According to the sample in this study, 79/4 percent of participants were male and 20/6 percent were women. 45/6 percent aged 25 to 35 years and 9% are less than 45 years of age and 10% are more than 45 years old. In the case of education, the highest percentage of bachelor's degree with 43/1 percent. In the option of working experience, 87/5% are less than 20 years of experience, and 12/5 percent are more than 20 years of experience that represents the younger generation of the working. In the option of hiring, the least amount of employment contract by 4/4% and maximum employment of recruitment with a 45/6 percent.

Inferential Statistics

The assumption of normality of the data was analyzed using the Kolmogorov-Smirnov test set variables to determine whether or not it is normal to select the appropriate statistical test for analysis.

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Table (6-4): The results of normality of variables and the dimensions

Conclusion	Hypothesis	The error	Significance level	Factor
Normal	H ₀	0/05	0.124	Corporate membership
Normal	H ₀	0/05	0.126	Organizational loyalty
Normal	H ₀	0/05	0.286	Organizational similarities
Normal	H ₀	0/05	0.117	Forecast
Normal	H ₀	0/05	0.289	Adaptation and compromise
Normal	H ₀	0/05	0.234	Peak change
Normal	H ₀	0/05	0.133	The consequence of change
Normal	H ₀	0/05	0.222	corporate identity
Normal	H ₀	0/05	0.513	Accept changes

Source: Data

According to Table 1, as the significant level of error is larger than 0/05, so these variables are normally distributed and Pearson's correlation coefficient was used to test the hypothesis.

Table 2: correlation coefficient to examine the hypothesis

Corporate membership organization like corporate loyalty of corporate identity
 0/761 0/596 0/691 0/711 correlation coefficient
 0.000 0.000 0.000 0.000 significant level.

The correlation coefficient is positive for all relationships. The hypothesis of this study is that there is a significant positive relationship between corporate identity and the acceptance of organizational change.

Table 3: Summary of regression

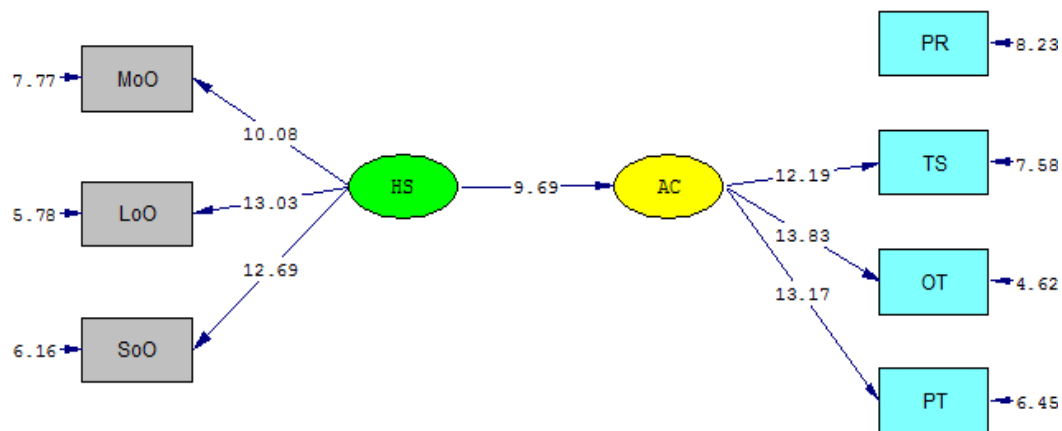
Watson statistic -dorbin	SD error	Adjusted coefficient of determination	The coefficient of determination	Correlation
1/824	0/47550	0/577	0/579	0/761

Table 4: The correlation

Significance level	t	Standardized correlation coefficient Beta	The correlation coefficient is not standard Std. Error	B	Model
0/015	2/457		0/208	4/684	Constant
0/008	2/703	0/185	0/069	0/187	Corporate membership
0/001	3/435	0/281	0/084	0/288	Organizational loyalty
0/000	5/184	0/398	0/074	0/386	Organizational similarities

Of note in this study is that in addition to using the Pearson correlation test research hypotheses were confirmed, using coefficients and significant numbers in structural equation modeling relationships between variables can be confirmed this result.

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Chi-Square=18.41, df=13, P-value=0.00060, RMSEA=0.051

Table 5: The structure of the research in a significant

CONCLUSIONS

The findings of this study showed a significant positive correlation between corporate identity and acceptance of organizational changes. According to the findings, there is a correlation between organizational membership and acceptance of organizational changes with a correlation coefficient of 0/596, and between organizational loyalty and acceptance of organizational changes with a correlation coefficient 0/691, and the same organization and the acceptance of organizational changes with a correlation coefficient 0/711 and the amount of corporate identity and organizational changes associated with the correlation coefficient of 0/761. So it can be said that there was a significant relationship between corporate identity and the acceptance of organizational change. Therefore, it is suggested:

Using external consultants affect the organizational change programs and selecting the most suitable program.

Increased synergy and optimize the organization of conferences, team building and self-comprehensive quality programs.

-management Organization would be able to encourage its members to improve acceptance of new management implement changes.

management cannot encourage their employees and dismissal procedures and beliefs that are not responsive to current challenges.

-management Organization can empower people and teams to use the same moral and intellectual properties.

-Perform Activities consultation process in order to understand and act upon events in the process that occurs in the environment contributes to an understanding of the human processes within the organization to be taught.

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