ORGANIZATIONAL IDENTITY

A Reader

Edited by

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HOCHSCHULE LIECHTENSTEIN Bibliothek



Contents

List of Contributors

Society and the Individual

C. H. Cooley

Mary Jo Hatch and Majken Schultz

Introduction

I.

1.

	the social self and the relations between self and image.
2.	The Self: The T and the 'Me'
	G. H. Mead • 30
	Elaborates on the meaning and. construction of self when distinguishing self
	from other kinds of social organisms. Introduces the distinction between the T and the 'me' that serves for social identity theory.
3.	The Arts of Impression Management
	E. Gofrman 35
	Introduces the notion of impression management at a collective level of analysis and the role of audiences in the context of self-presentation.
4.	An Integrative Theory of Intergroup Conflict
	Henri Tajfel and John Turner 56
	Credited with the development of social identity theory in the field of psychology.
5.	Who is this 'We'? Levels of Collective Identity and Self Representations
	Marilynn B. Brewer and Wendi^Gardner 66
	Introduces three levels of analysis of self: Individual (personal self-concept),

interpersonal (relational self-concept) and group (collective self-concept) level.

THE ROOTS OF ORGANIZATIONAL IDENTITY IN

Develops the social aspects of self and integrates individual and social levels of analysis. Introduces the notion of 'looking-glass self and includes ideas about

SOCIOLOGY AND SOCIAL PSYCHOLOGY

хi

1

16

II. EARLY DEVELOPMENT OF ORGANIZATIONAL IDENTITY THEORY

6. Organizational Identity

Stuart Albert and David A. Whetten

89

First statement of organizational identity theory including definition of the concept and discussion of dual-identity organizations.

7. Anti-social Actions of Committed Organizational Participants: An Existential Psychoanalytic Perspective

Howard S. Schwartz

119

Provides a psychoanalytic framework for organizational identity research. Presents the Silkwood case as an empirical application of the framework.

8. Social Identity Theory and the Organization

Blake E. Ashforth and Fred Mael

134

Introduces the concept of organizational identification to organization studies.

9. Organization: From Substance to Image?

Mats Alvesson

161

Introduces the concept of organizational image to organizational identity studies.

10. Keeping an Eye on the Mirror: Image and Identity in Organizational Adaptation

Jane E. Dutton and Janet M. Dukerich

183

Ties organizational identity and image into a grounded theory of how strategic issues are related to organizational action through concern for organizational identity. Presents the case of New York and New Jersey Port Authority on which the grounded theory is built.

11. Organizational Impression Management as a Reciprocal Influence Process: The Neglected Role of the Organizational Audience

Linda E. Ginzel, Roderick M. Kramer, and Robert I. Sutton 223 Examines the contribution of impression management to the concept of organizational image and introduces the interrelations between multiple audiences. Provides a link between Gojfinan, the field of impression management, and organization studies.

III. RECENT DEVELOPMENTS IN ORGANIZATIONAL IDENTITY THEORY

IH.i: Multiple Identities

12. Organizational Dress as a Symbol of Multilayered Social Identities

Michael G. Pratt and Anat Rafaeli

275

Study of a rehabilitation unit of a large hospital reveals how organizational members used the symbol of dress to represent and negotiate the identities of their work unit and the nursing profession.

13. Breaches in the Boardroom: Organizational Identity and Conflicts of Commitment in a Nonprofit Organization

Karen Golden-Biddle and Hayagreeva Rao

313

Links individual and organizational identity with corporate governance. Elaborates the concept of hybrid identity and identity conflicts.

IILii: Stability and Change in Organizational Identity

14. Organizational Identity, Image, and Adaptive Instability

Dennis A. Gioia, Majken Schultz, and Kevin G. Corley

Challenges Albert and Whetten's definition of identity and Button and

Dukerich's definition of image and introduces the concept of adaptive

instability.

15. The Dynamics of Organizational Identity

Mary Jo Hatch and Majken Schultz

377

Presents a dynamic model of four processes through which organizational identity is formed, maintained and transformed. Discusses links between the concepts of organizational identity, culture and stakeholder images of the organization.

IILiii: Identity as Narrative and Discourse

16. Narratives of Individual and Organizational Identities

Barbara Czarniawska-Joerges

407

Introduces a narrative perspective on organizational identity using institutional theory as a framing device. Presents data from a longitudinal study of Swedish Public Sector Organizations.

17. Identity Regulation as Organizational Control Producing the Appropriate Individual

Mats Alvesson and Hugh Willmott

436

Provides a critical theory framework for organizational identity studies. Criticizes identity regulation in organizations as a form of control that needs to be acknowledged in order to encourage the emancipation of workers.

Contents

Ill.iv: Audiences for Identity

18. Members' Responses to Organizational Identity Threats: Encountering and Countering the Business Week Rankings

Kimberly D. Elsbach and Roderick M. Kramer 469 Investigates how organizational members respond to events that threaten their organization's identity. Presents data collected on business school responses to the Business Week survey rankings of U.S. business schools.

19. Organizational Identity: Linkages Between Internal and External Communication

George Cheney and Lars Th0ger Christensen 510 Based in the field of organizational communication, presents the contributions of issue management to organizational identity theory.

Index 559