

Bölüm 4

YÖNETİM ARAŞTIRMALARI İÇİN BİR 'KİMLİK' DİLİ ÇERÇEVESİ

Volkan YÜNCÜ¹

GİRİŞ

Bir yapı (*construct*) olarak kimliğin sosyal bilimler çatısı altında özellikle de yönetim araştırmalarında kavramsal çerçevede maruz kaldığı en büyük sorunlardan birisi; kurumsal kimlik (*corporate identity*) ve örgütsel kimlik (*organizational identity*) kavramlarının kullanımı ile ilgilidir. Bu konuyu Tonder ve Lessing'den (2003) sonra kapsamlı olarak gündeme getiren Dowling ve Otubanjo'ya (2011) göre çok sayıda araştırmacı bu iki kimlik kavramsallaştırmasının öncülleri (*antecedents*) ve sonuçları hakkında bir kafa karışıklığı yaşamaktadır. Nitekim, bugün kurumsal kimliğin tanımlandığı çalışmalar temelde bu iki kimlik kavramından beslendiğini söylemek mümkündür. Elbette bu iki kavramın birbirinden tamamen farklı olduğunu söylemek doğru değildir. Ancak kurumsal kimliğin tanımı yapılırken, kavramın temellerinin Albert ve Whetten (1985), Dutton ve Penner (1992), tarafından atıldığıнын söylenmesi üzerinde ayrıca düşünülmelidir. Zira bu çalışmalar (Dutton ve Penner, 1992; Albert ve Whetten, 1985) terminolojik olarak kurumsal kimlik değil örgütsel kimlik kavramını kullanmaktadır.

Kimlik literatüründe farklı alanlardan araştırmacıların bu iki kavramı kullanırken farklı yaklaşımlar sergilediği görülmektedir. Örneğin bazı araştırmacıların (e.g. Fombrun ve van Riel, 1997) Albert ve Whetten (1985) veya Dutton ve Penner (1992)'a atıf verirken örgütsel kimlik veya kurumsal kimlik yerine sadece kimlik kavramını kullanmayı tercih ettikleri görülmektedir. Bazı araştırmacıların ise (e.g. Molleda ve Jain, 2013, s. 439) örgütsel kimlik ve kurumsal kimlik kavramlarını eş anlamlı olarak değerlendirdiği ve öncül araştırmaları aktarırken de iki kavram arasında bir fark gözetmedikleri görülmektedir. Örneğin, Molleda ve Jain (2013, s. 439) örgütsel kimliğin dört alt yapıtaşından bahsederken Melewar ve Jenkins'e (2002) atıf yaptığı görülür. Melewar ve Jenkins (2002)'in kendi çalışmalarında açıkça kurumsal kimlik terimini kullanmış olmalarına rağmen,

¹ Dr. Öğr. Üyesi, Afyon Kocatepe Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü, vyuncu@aku.edu.tr

KAYNAKÇA

1. Albert, S. ve Whetten, D. (1985). *Organizational identity*, in L.L. Cummings and B.M. Staw (Eds.), *Research in Organizational Behavior*, vol. 7: 263– 295. Greenwich, CT: JAI Press.
2. Alessandri, S.W. (2013). *Corporate Reputation and the Discipline of Visual Communication*. In *The Handbook of Communication and Corporate Reputation*, C.E. Carroll (Ed.). <https://doi.org/10.1002/9781118335529.ch13>
3. Ashforth, B. E., Harrison, S. H., ve Corley, K. G. (2008). Identification in organizations: an examination of four fundamental questions. *Journal of Management*, 34, 325–374.
4. Ashforth, B.E. ve Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 1989, 14, 20–39.
5. Balmer, J., ve Soenen, G. (1998). A new approach to corporate identity management, *International Centre for Corporate Identity Studies*, Working Paper, 1998/5.
6. Balmer, J.M.T. (1995). Corporate branding and connoisseurship. *Journal of General Management*, 21(1), 24–46.
7. Balmer, J.M.T. ve Greyser, S.A. (2003). *Revealing the Corporation. Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate-level Marketing*, Routledge, London.
8. Brewer, M.B. ve Gardner, W. (1996). Who is this ‘we’?: Levels of collective identity and self-representations. *Journal of Personality and Social Psychology*, 71, 83–93.
9. Brown, A. D. (1997). Narcissism, identity and legitimacy. *Academy of Management Review*, 22, 643-686.
10. Brown, A. D., ve Starkey, K. (2000). Organizational identity and organizational learning: A psychodynamic approach. *Academy of Management Review*, 25, 102-120.
11. Burrell, G., ve Morgan, G. (1979). *Sociological paradigms and organizational analysis*. Elements of the sociology of corporate. London: Heinemann.
12. Corley, K. G., Harquail, C. V., Pratt, M. G., Glynn, M. A., Fiol, C. M., ve Hatch, M. J. (2006). Guiding organizational identity through aged adolescence. *Journal of Management Inquiry*, 15, 85–99.
13. Czarniawska, B. (1997). *Narrating the organization: Dramas of institutional identity*. Chicago, IL: University of Chicago Press,.
14. Da Camara, N. Z. (2011). *Identity, image and reputation*. Berlin Heidelberg: Springer-Verlag.
15. Dennis A. Gioia; Shubha D. Patvardhan; Aimee L. Hamilton ve Kevin G. Corley (2013). Organizational Identity Formation and Change, *The Academy of Management Annals*, 7:1, 123-193, DOI: 10.1080/19416520.2013.762225
16. Dewey, J. (1934). *Art as experience*. New York: Capricorn Books.
17. Dowling, G.R. ve Otubanjo, T. (2011). Corporate ve organizational identity: two sides of the same coin. *AMS Rev* 1, 171–182 <https://doi.org/10.1007/s13162-011-0022-1>
18. Dörrenbächer, C.; Tomenendal, M., ve Stanske, S. (2017). *Organizational Identity and Firm Growth: An Introduction*. 10.1057/978-1-137-57724-5_1.
19. Dutton, J. ve Dukerich, J.(1991). Keeping an eye on the mirror: Image and identity in organizational adaptation. *Academy of Management Journal*, , 34, 517–54.
20. Dutton, J. ve Penner, W. (1992). *The importance of organizational identity for strategic agenda building*, in Johnson, G., and Hendry, J. (Eds.), ‘Leadership strategic change, and the learning organization’.
21. Fombrun, C. J. ve Riel, V. (1997). The reputational landscape, *Corporate Reputation Review* 1(2).
22. Freud, A. (1966). *The writings of Anna Freud Volume II. The ego and the mechanisms of defense* (revised ed.). Madison, CT: International Universities Press.
23. Freud, S. (1949). *Group psychology and the analysis of the ego*. London: Hogarth Press.
24. Gioia, D. A., Price, K. N., Hamilton, A. L., ve Thomas, J. B. (2010). Forging an identity: An insider-out-sider study of processes involved in the formation of organizational identity. *Administrative Science Quarterly*, 55, 1–46.
25. Gioia, D. A., ve Thomas, J. B. (1996). Identity, image, and issue interpretation: Sensemaking during strategic change in academia. *Administrative Science Quarterly*, 41, 370-403.

26. Gioia, D., Patvardhan, S., Hamilton, A., ve Corley, K. (2013). Organizational Identity Formation and Change. *The Academy of Management Annals*, 7. 10.1080/19416520.2013.762225.
27. Gioia, D.A. (1998). From individual to organizational identity. In D.A. Whetten and P.C. Godfrey (Eds.), *Identity in organizations. Building theory through conversations* (17–31). Thousand Oaks, CA: Sage.
28. Goffman, E. (1959). *The Presentation of Self in Everyday Life*. Penguin, London.
29. Gonzales-Miranda, D. R. (2020). *Organizational identity: Components and construction*. *Innovar*, 30(78), 89-103. <https://doi.org/10.15446/innovar.v30n78.90303>
30. Harquail, C. V., ve King, A. W. (2010). Construing Organizational Identity: The role of embodied cognition. *Organization Studies*, 31(12), 1619-1648. <https://doi.org/10.1177/0170840610376143>
31. Hatch, Mary ve Schultz, Majken. (2002). The Dynamics of Organizational Identity. *Human Relations -Hum. Relat.* 55. 989-1018. 10.1177/0018726702055008181.
32. He, H. ve Balmer, J. (2007). Identity studies: Multiple perspectives and implications for corporate-level marketing, *European Journal of Marketing*. 41. 765-785. 10.1108/03090560710752393.
33. He, H., ve Brown, A. D. (2013). *Organizational Identity and Organizational Identification: A Review of the Literature and Suggestions for Future Research*. *Group and Organization Management*, 38(1),335. <https://doi.org/10.1177/1059601112473815>
34. Jenkins, R. (1996). *Social identity*. London: Routledge.
35. Melewar, T.C. (2003). Determinants of the corporate identity construct: a review of the literature. *J Mark Commun* 9:195–220
36. Melewar, T.C. ve Jenkins, E. (2002). Defining the corporate identity construct. *Corporate Reputation Review*, 5, 76–90.
37. Melewar, T.C. ve Saunders, J. (2000). Global corporate visual identity: using an extended marketing mix, *European Journal of Marketing*, 34 (5/6): 538–550.
38. Molleda, Juan-Carlos ve Jain, Rajul. (2013). *Identity, Perceived Authenticity, and Reputation: A Dynamic Association in Strategic Communications*. *The Handbook of Communication and Corporate Reputation*. 435-445. 10.1002/9781118335529.ch35.
39. Olins, W. (1995). *The New Guide to Corporate Identity*, Gower, Aldershot
40. Sandra Sun-Ah Ponting (2020). Organizational identity change: impacts on hotel leadership and employee wellbeing, *The Service Industries Journal*, 40:1-2, 6-26, DOI: 10.1080/02642069.2019.1579799
41. Schein, E.H. (1985). *Organizational culture and leadership* (1st edn). San Francisco, CA: Jossey-Bass
42. Schein, E.H. (1992). *Organizational culture and leadership* (2nd edn). San Francisco, CA: Jossey-Bass
43. Schultz, M. (2016). *Organizational identity change and temporality*. In M. G. Pratt, M. Schultz, B. E. Ashforth, and D. Ravasi (Eds.), *The Oxford Handbook of organizational identity* (pp. 93–105). Oxford: Oxford Press.
44. Thurlow, A. (2019). *Social Media, Organizational Identity and Public Relations: The Challenge of Authenticity*. 10.4324/9781315160443.
45. Tonder, Christian ve Lessing, B. (2003). From identity to organisational identity: Evolution of a concept. *South African Journal of Industrial Psychology*. 29. 10.4102/sajip.v29i2.99.
46. Van Rekom, J. (1997). Deriving an operational measure of corporate identity, *European Journal of Marketing*, 31 (5/6) 410–422.
47. Van Riel, C. B. M. (1997). Research in Corporate Communication: An Overview of an Emerging Field. *Management Communication Quarterly*, 11(2),288-309. <https://doi.org/10.1177/0893318997112005>
48. Van Riel, C.B.M. ve Balmer, J.M.T. (1997). Corporate identity: the concept, its measurement and management, *European Journal of Marketing*, Vol. 31 No. 5/6, pp. 340-355. <https://doi.org/10.1108/eb060635>
49. Whetten, D. A. (2006). Albert and Whetten revisited: strengthening the concept of organizational identity. *Journal of Management Inquiry*, 15, 219–234.