

## A Content Analysis on Thesis About Organizational Identification

Burcu Yiğit<sup>1</sup>

### ABSTRACT

The aim of this study is to evaluate the open access thesis on organizational identification that are published in Turkish Higher Education National Thesis Center according to publication years, university names, institutes, departments, sample sizes, application area of the study, subjects. It was reached totally 50 thesis. Based on the screening model, the data was analyzed by the content analysis method. As a result of the study, the concept of organizational identification is seen intensely in 2015. Gazi University and Marmara University are the leading universities that published thesis about organizational identification. According to institutes, thesis were published mostly in the Institute of Social Sciences in business administration/management&organization department. The range of sample size changes from 1 to 250. As an application area of the study, mainly private sector employees were included to the study. Organizational trust, leadership and organizational justice are mostly preferred studies.

**Key Words:** *Organizational Identification, Identification, Content Analysis*

### 1. INTRODUCTION

With today's developing and changing business world, employees want to belong to a group or organization. The organizational identification is a one of the concepts that explains belonging to an organization in the best way. Organizational identification has become a popular concept in the literature ever since the 60's (Boroş, 2008). The concept is still attracting attention in today's literature. It is important issue both in human resources management and also in organizational behavior studies (Alharbi and Abdullah, 2016).

Organizational identification is belongingness of employees to an organization (Mael and Ashforth, 1992; Jones and Volpe, 2010), defined as "the cognition of membership of a group and the value and emotional significance attached to this membership" (Smidts, Riel and Pruyn, 2000). Being the member of organization provides the success for organizations (Jones and Volpe, 2010).

Organizational identification affects positively organizational commitment of employees, job/organizational satisfaction, job involvement, organizational loyalty, extra-role behavior, and negatively related to intention to quit job (Ashforth, Harrison and Corley, 2008; Jones and Volpe, 2010).

It is thought that the examination and evaluation of the results of theses about organizational identification in Turkey will gain a different perspectives to other researches.

### 2. RESEARCH QUESTIONS

In this study, it has examined thesis published in Turkish Higher Education National Thesis Center about organizational identification and also determine the current situation in the literature. The problem questions of the study are;

- 1) How is the distribution of theses according to publication years?
- 2) How is the distribution of theses by university names?
- 3) How is the distribution of theses by institutes?
- 4) How is the distribution of theses according to departments?

---

<sup>1</sup> *Yıldız Technical University, Istanbul-Turkey*

- 5) How is the distribution of theses according to sample sizes?
- 6) How is the distribution of theses according to application area of the study?
- 7) How is the distribution of theses according to subjects?

### 3. RESEARCH METHODOLOGY

#### 3.1. Aim & Significance of The Study

The aim of this study is to evaluate the theses that are published in Turkish Higher Education National Thesis Center according to publication years, university names, institutes, departments, sample sizes, application area of the study, subjects. Totally, it was reached 50 open-access thesis published in Turkish Higher Education National Thesis Center. It is thought that the study will guide for future researches. Also, it will attract attention to the concept of organizational identification.

#### 3.2. Population and Sample

The population of this study is 63 theses found in Turkish Higher Education National Thesis Center. The sample of this study includes 50 open-access theses about organizational identification.

#### 3.3. Data Analysis

The content analysis method was used in this study. Firstly, "organizational identification" was determined as screening and selection criteria. In this context, coding has made and achieved to various themes. The data was arranged and grouped according to different themes. Finally, the data has been digitized and findings were reviewed. Content analysis permits to the researcher to test theoretical issues to enhance understanding of the data (Elo and Kyngas, 2007). The literature review provided the creation of categories and coding structure. Data categories and codes were showed by the author. Finally, codes and categories were provided.

#### 3.4. Validity and Reliability

The content analysis has to be systematic, objective and numerical (Bayram and Yaylı, 2009). In qualitative research, the objective observation of the researcher is the most significant criterion for the validity (Yıldırım and Şimşek, 2006). In qualitative research, the reliability of the content analysis depends on coding process (Erdem, 2011). The reliability requires reaching the goal without breaking the cases and messages (Bilgin, 2014).

The stages in this study, open-access thesis Turkish Higher Education National Thesis Center were examined as the unit of analysis, the determination of categories and validity and reliability problem were handled, and researcher observation and opinion respectively.

#### 3.5. The Findings and Interpretations

The study consists of 50 open-access thesis found in Turkish Higher Education National Thesis Center. In this study, publication years, university names, institutes, departments, sample sizes, the application area of the study, subjects were analyzed.

The distribution of thesis; 10 (%20) of thesis are PhD and 40 (%80) of thesis are master's degree thesis. Quantitative and survey method are used generally in all thesis except one thesis. Both the qualitative and quantitative (mixed) methods are used for data collection only in this thesis.

As shown in Table 1, we see 10 (%20) thesis published in 2015 according to publication years about organizational identification. Subsequently, we observed 9 thesis (%18) in 2014, 6 (%12) thesis in 2010, 2012 and 2016.

**Table 1:** Distribution of theses according to publication years

Publication Years	Frequency	%
2005	1	2
2006	1	2
2007	3	6
2008	1	2
2009	3	6
2010	6	12
2011	4	8
2012	6	12
2013	1	2
2014	9	18
2015	10	20
2016	5	10
<b>Total</b>	<b>50</b>	<b>%100</b>

In Table 2, we observed that thesis are mainly seen in Gazi University with 5 thesis, and Marmara University with 4 thesis according to the distribution of thesis by universities.

**Table 2:** Distribution of theses by universities

Name of University	Frequency	%
Gazi University	5	10
Marmara University	4	8
Kara Harp Okulu	3	6
Dokuz Eylül University	3	6
İstanbul University	3	6
Afyon Kocatepe University	2	4
Atatürk University	2	4
Zirve University	2	4
Beykent University	2	4
Mevlana University	2	4
Eskişehir Osmangazi University	2	4
Türk Hava Kurumu University	2	4
Süleyman Demirel University	2	4
Others	16	32

We see the agglomeration in the Institute of Social Sciences according to institutes in table 3. We can interpret this situation with the suitability of this issue for social sciences area to research. We see the numbers of published thesis are close in the Institute of Educational Sciences and Institute of Defense Sciences.

**Table 3:** Distribution of theses by institutes

Name of Institution	Frequency	%
Institute of Social sciences	42	84
Institute of Educational Sciences	4	8
Institute of Defense Sciences	4	8

When table 4 examined according to departments, we see 65 % of thesis in business administration, management and organization department. The second most seen departments are education sciences, education management&supervision and education planning. We can interpret that the concept of organizational identification is more suitable to research for these departments.

**Table 4:** Distribution of theses according to departments

Department	Frequency	%
Business administration/Management and organization	33	66
Education Sciences /Education management&supervision/education planning	11	22
Defense management	4	8
Tourism management	2	4

When the distribution of sample sizes were examined, the range of sample sizes (%47) are between 1-250 range of sample sizes as shown in table 5.

**Table 5:** Distribution of Sample Sizes

Sample size	Frequency	%
1-250	24	48
251- 500	16	32
501 and above	10	20

In table 6, the most seen application area of the study is private sector employees (%31). The second most seen application area of the study is teachers and school managers (%23). Following this order, we see public sector

employees and bank employees respectively. We can explain this situation with the accessibility to employees in these sectors to conduct a survey.

**Table 6:** Distribution of Thesis According To Application Area of The Study

Year	Frequency	%
Private sector employees	16	32
Teachers/school managers	11	22
Public sector employees	9	18
Bank employees	5	10
Health sector employees	4	8
Hotel managers/tourism sector employees	3	6
Academics	2	4

As shown in table 7, organizational trust, leadership, organizational justice, psychological contract/personality are the mostly seen related variables respectively.

**Table 7:** Distribution of Theses According to Subjects\*

Subject	Frequency	%
Organizational trust	10	20
Leadership	9	18
Organizational justice	9	18
Psychological contract/personality	7	14
Intention to quit	6	12
Organizational citizenship behavior	6	12
Organizational commitment	5	10
Organizational prestige	4	8
Organizational culture	3	6
Organizational image	3	6
Organizational support	3	6
Psychological empowerment	3	6
Organizational communication	3	6
Employee/job performance	3	6
organizational climate	2	4
Social/Corporate social responsibility	2	4
Employee voice	2	4
Others	8	16



*\*More than one variable can be considered at the same time*

### 3.6. Limitations of the Study

As all other studies, this study also have some limitations. It was chosen only one issue, conducted only on organizational identification. Also, it was examined only open-access published thesis in Turkish Higher Education National Thesis Center in this study. The method is another limitation, only screening content analysis method was used.

### 4. Discussion and Conclusion

It is important for the individuals to have a sense of belonging and a group membership. Identification means that individual forms the desired and expected bond with the organization (Tüzün, Çağlar, 2008). The specific form of group identification (Bartels, 2006), organizational identification is the perception of individual's belongingness to an organization (Jones and Volpe, 2010; Mael, Ashforth, 1992; Fettahloğlu, Koca, 2015). So thus, employees feels like a part of an organization.

The objectives and expectations of individuals and organizations should be harmonious. In harmony, individuals and organizations have to identify to achieve organizational goals, aims and survive. Individuals and organizations identify to meet the needs of belonging and reduce uncertainty (Tüzün and Çağlar, 2008). In this framework, organizational identification plays a vital role in providing organizations to survive and achieve their goals.

It is intended to examine thesis on organizational identification published in Turkish Higher Education National Thesis Center according to publication years, university names, institutes, departments, sample sizes, application area of the study, subjects.

Totally 50 open-access thesis were examined with the content analysis in this study. Future studies can focus on quantitative method in different sectors and reach more sample sizes.

As a result of the study, when the distribution of thesis were examined according to publication years, we observed that the interest increase after the year 2010. Mainly, the concept of organizational identification is seen in 2015. Mostly, thesis were published in Gazi University and Marmara University. This situation can be connected with big cities and the ease accessibility of more persons as an application area. According to institutes, we see the agglomeration in the Institute of Social Sciences in business administration/management&organization department. The concept of organizational identification is an appropriate issue to research for social sciences. We observed that the number of thesis in the Institute of Educational Sciences and Institute of Defense Sciences are less. The range of sample sizes are mostly seen between 1 and 250. Private sector employees are the leading application area on organizational identification. We can interpret this with the ease of survey application in private sector employees. It was determined that organizational trust, leadership and organizational justice are the most studied subjects with the concept of organizational identification.

## References

- Alharbi, K., Abdullah, A. (2016). "Leadership Styles As a Source of Employee Organizational Identification". *International Journal of Economics, Commerce and Management*, 4(12), pp.270-279.
- Asforth, B., Harrison, C., Corley, K. (2008). "Identification in Organizations: An Examination of Four Fundamentals Questions". *Journal of Management*, 34(3), pp.325-374.
- Bartels, J. (2006). "Organizational Identification and Communication: Employees' Evaluations of Internal Communication and Its Effect on Identification at Different Organizational Levels". *Thesis, University of Twente*.
- Bayram, M., Yaylı, A. (2009). "Otel Websitelerinin İçerik Analizi Yöntemiyle Değerlendirilmesi". *Elektronik Sosyal Bilimler Dergisi*, 8(27), pp.347-379.
- Bilgin, N. (2014). *Sosyal Bilimlerde İçerik Analizi Teknikler ve Örnek Çalışmalar*. 3<sup>rd</sup> ed. Ankara: Siyasal Kitabevi.
- Boroş, S. (2008). "Organizational Identification: Theoretical and Empirical Analyses of Competing Conceptualizations". *Cognition, Brain, Behavior*, 12(1), pp.1-27.
- Elo, S., Kyngas, H. (2007). "The Qualitative Content Analysis Process". *Journal of Advanced Nursing*, 62(1), pp.107-115.
- Erdem, D. (2011). "Türkiye'de 2005-2006 Yılları Arasında Yayımlanan Eğitim Bilimleri Dergilerindeki Makalelerinin Bazı Özellikler Açısından İncelenmesi: Betimsel Bir Analiz". *Eğitimde ve Psikolojide Ölçme ve Değerlendirme Dergisi*, 2(1), pp.140-147.
- Fettahlıoğlu, Ö., Koca, N. (2015). "Örgütsel Özdeşleşme ve Örgütsel Vatandaşlık İlişkisinde Örgütsel Desteğin Düzenleyici Etkisi". *Sosyal Bilimler Dergisi (SOBİDER)*, 4(2), pp:218-234.
- Jones, C., Volpe, E. (2010). "Organizational Identification: Extending Our Understanding of Social Identities through Social Networks". *Journal of Organizational Behavior*, DOI: 10.1002/job. [https://www2.bc.edu/candace-jones/Jones\\_Volpe\\_2010\\_Org%20Identification\\_Social%20Identities%20Social%20Networks\\_JOB.pdf](https://www2.bc.edu/candace-jones/Jones_Volpe_2010_Org%20Identification_Social%20Identities%20Social%20Networks_JOB.pdf)
- Mael, F., Ashforth, B. (1992). "Alumni and their Alma Mater: A Partial Test of the Reformulated Model of Organizational Identification". *Journal of Organizational Behavior*, 13(2), pp.103-123.
- Smidts, A., Riel, C., Pruyn, A. (2000). "The Impact of Employee Communication and Perceived External Prestige on Organizational Identification". *Erasmus Research Institute of Management, Erasmus University*, pp. 1-34.
- Tüzün, İ., Çağlar, İ. (2008). "Örgütsel Özdeşleşme Kavramı ve İletişim Etkinliği İlişkisi". *Journal of Yaşar University*, 3(9), pp:1011-1027.
- Yıldırım, A. & Şimşek, H. (2006). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*. 5th ed. Ankara: Seçkin Yayıncılık.