Research on the Influence Mechanism of Organizational Socialization Strategy on Employees' Organizational Identity in Guizhou

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Abstract: With the acceleration of globalization, enterprise organizations are facing more and more challenges and opportunities. Enterprises cannot develop without people, and organizational socialization strategy has become one of the important means for enterprises to attract and retain talents. Many organizational socialization strategies are inefficient in building employee identity because of low recognition. Especially for Guizhou, which has a unique level of regional culture and economic development, it is particularly important to study the influence mechanism of organizational socialization strategy on employee organizational identity.

Keywords: Socialization strategy; Sense of organizational support; Professional identity; Organizational identity; Team identity

1. Introduction

In the unstable global economic situation and the continuous economic downturn, the survival and development of enterprise organizations are facing challenges under the background of increasingly high requirements for employees and intensified competition in involuted enterprises. In order to meet these challenges, enterprises must constantly optimize internal management and put forward more role requirements for employees. Among many management strategies with low recognition and little influence on organizational identity, organizational socialization strategy is particularly important.

2. Research significance and value

2.1 Theoretical significance and value

It can enrich and improve the application research of organizational socialization theory in specific regional cultural background, help to understand the differences in the implementation effect of organizational socialization strategies in different cultural environments, and provide new research perspectives and theoretical support for academic circles.

2.2 Practical significance and value

Clarifying the relationship between organizational social strategy and organizational identity in Guizhou will help enterprises to deeply analyze employee identity through organizational socialization strategy, help enterprises to better understand the needs of employees in the process of integrating into the organization, and thus design more effective organizational socialization strategies.

3. Theoretical basis

3.1 Social theory

Social identity theory is the individual employee's sense of identity and belonging to the organization. Under the influence of social identity, employees in the organization will recognize the core values, organizational culture and behavioral norms advocated by the organization.

3.2 Organizational socialization strategy

Organizational socialization strategy refers to a process of adopting strategies to turn employees in an organization into the roles expected by the organization and socialize employees. The earliest Van Mannen and Schein(1979) thought that the organization was dominant in the process of employee socialization, and the employees in the organization were in a passive acceptance state, and put forward a two-dimensional three-factor model.

3.3 Sense of organizational support

The sense of organizational support refers to the general feeling that enterprises attach importance to employees' feelings and opinions and their employees' well-being. Eisenberger et al. (1986) put forward the concept of organizational support for the first time, pointing out that it is a comprehensive perception and view, that is, the degree of recognition and happiness that individuals perceive about their work contribution.

4. Research and conceptual framework of research

4.1 Organizational identity

Organizational identity generally refers to the fact that members of an organization are consistent with the organizations they join in many aspects, and feel that they have both a rational contract and a sense of responsibility, as well as an irrational sense of belonging and dependence in the organization, as well as the behavioral results of their dedication to organizational activities on this psychological basis.

4.2 Professional identity

The concept of career identity (vocative identity) first developed from the psychologist Erikson's ego identity theory. Erikson put forward in his theory of personality development that people are faced with the conflict between self-identity and role confusion in adolescence (12-18 years old), and the determination of personal self-awareness and the formation of self-concept at this stage are called "self-identity".

4.3 Organizational cultural identity

Organizational cultural identity refers to the fact that members of an organization are consistent with the organizations they join in many aspects, and feel that they have both a rational contract and a sense of responsibility, as well as an irrational sense of belonging and dependence in the organization, as well as the behavioral results of their dedication to organizational activities on this psychological basis.

5. The influence of organizational socialization strategy on the organizational identity of employees in Guizhou

5.1 Organizational socialization strategy

The socialization strategies of situational organization, social organization and content organization are all positively correlated with the occupation of employees' organizational identity in Guizhou. Content organization and social organization strategies in socialization strategies are significantly positively correlated with the employee team in Guizhou, while situational organization socialization strategies are not significant for employee team identification. The socialization strategies of situational organization, social organization and content organization are all positively correlated with the organizational identity of employees in Guizhou. The socialization strategies of situational organization, social organization and content organization are all positively correlated with organizational cultural identity in Guizhou.

5.2 Sense of organizational support

The sense of organizational support has a significant moderating effect between organizational socialization strategy and team identity, and the factors of work support, value identity and concern for interests all play a significant moderating role between organizational socialization strategy and team identity. Perceived organizational support plays a significant regulatory role between organizational socialization strategy and organizational social and cultural identity, and work support factor, value identity factor and interest concern factor all play a significant regulatory role between organizational socialization strategy and organizational social and cultural identity. However, organizational support has no significant moderating effect between organizational socialization strategy and professional identity.

6. Conclusion

Faced with different types of identity, enterprises need to formulate organizational socialization strategies that meet the needs of local employees according to the actual situation in Guizhou, so as to improve employees' organizational identity and loyalty. Enterprises should attach importance to and strengthen the cultivation and promotion of organizational support, and enhance employees' sense of belonging and identity to the organization by providing a good working environment, caring for employees' interests and recognizing employees' values. Enterprise management should let employees actively participate as much as possible, participate in enterprise decision-making, and let employees have the right to speak in the enterprise. At the same time, enterprises should work with employees to establish a set of values system in line with corporate culture and employee needs, so that employees can feel that their work is consistent with the development goals and values of the organization and enhance their sense of identity. In addition, enterprises should provide employees with opportunities for training, promotion and career development, in which training is not traditional employee discipline, but self-discipline of employees. Self-management of employees can help employees achieve personal growth, promote harmonious coexistence between enterprises and employees, and thus enhance employees' corporate loyalty and recognition.

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