

An Examination of the Impact of Work Consciousness on Organizational Identity and Health

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Abstract. Work consciousness plays an important role in creating the structure, behavior and function of the organization; under its shadow, structural factors of the organization are formed and it has an impact on behavioral factors (content, culture, values, perception and motivation). This study tries to investigate the relation between work consciousness and organizational identity and health. The method of the study is descriptive, and regarding the relation between the variables, co relational. The population of the study consists of 135 people working for, Zollanvari Carpets Cooperative Company located at Shiraz Industrial Town. The PLS software was then used to analyze the data. The results of the study indicate that while work consciousness does not have an effect on organizational identity, both work consciousness and organizational identity influence organizational health.

Keywords: Work consciousness, Organizational Identity, Organizational Health.

1. Introduction

As an inner force, work consciousness encourages community people to work harder and better and thus lies at the first level of human perceptual levels and owing to its importance it regulates human's thoughts and behavior as well as that of the community. Researchers have concluded that economic achievements depend on managerial abilities, occupational skills, adherence to professional ethics and employees' engagement in work and occupational beliefs (Ali and Azim, 1995, PP. 37-31). Concept of organizational identity is a multilevel notion that holds many meanings (Puusa, 2006, P. 25). When identity is perceived, it also helps understanding and analyzing the desired-image of the organization and thereby organizational identity can be understood having a close relation with organizational image too. (Albert, 1998, PP. 1-13). Organizational identity has found to lend insight into the character and behavior of organizations and their members (Puusa, 2006, P. 24). Studies indicate that those employees who identify themselves with their organizations are more committed to the organization and less inclined to quit their jobs and leave their organizations (DeConinck, 2011, PP. 617-624). This study, then, tries to investigate the impact of work consciousness on organizational identity and health. The main question, in this study, is: Does work consciousness have an impact on organizational health and identity? Does organizational identity have an impact on organizational health?

2. Background

Work consciousness is the manifestation of an inner force in man's behavior. Although work consciousness is an external factor, it applies to an intrapersonal realm (Francois, 2006, PP. 77-103). Cohen believes work consciousness is by no means associated with the organization and the occupation; it's rather related to the person. People who assume responsibility to do something feel more responsible for their task and put an inner value on their job so that it becomes an important thing in their lives. (Christopher, 2010, PP. 192-279). Many studies consider

consciousness as a personality feature which consists of achievement and dependability. Achievement is the reflection of one's tendency to gain an advantage or have success in something, which includes choosing high functional standards and continuous efforts to reach one's goals (Moon, 2001, P. 478). The original definition of dependability is the ability to deliver service that can justifiably be trusted. This definition stresses the need for justification of trust. The alternate definition that provides the criterion for deciding if the service is dependable is the dependability of a system is the ability to avoid service failures that are more frequent and more severe than is acceptable (Avizienis, Laprie, Randell and Landwehr, 2004, PP. 11-33). Identity includes a set of qualities which differs from person to person and is considered as a strategic tool in carrying out organizational goals and ideals. Organizational identity can be perceived, identified and introduced through the structure, products and services of the organization as well as, its method of communication and behavior (Parmelli and the others, 2011, PP. 1-8). Organizational health is a useful sign of interpersonal relationships among people within a working environment. Organizations need the support of their various elements to strengthen their general structure. Furthermore, healthy organizations create a positive environment successfully and instill common values in their staff (Hoy and Tarter, 1997; Hoy and Miskel, 1991). Today, the organizations are thought as of living thing that Have an independent identity of its members (Lynden & Klinge, 2000). Organizational health symptoms Work in a safe condition and to maximize the health and welfare of employees and well as healthy outcomes for stakeholders, such as investors, communities, customers and clients. Organizational health is holistic, comprehensive and strategic (Bratton & Gold, 2003). According to Hoy and Miskel's Model, organizational Health has the following seven dimensions (Hoy and Miskel, 2008).

Organizational Integrity: This face is associated with the institutional level of the organization and falls within the institutional needs. It can successfully adapt with outer destructive forces.

The manager's influence: This face is related to the administrative level of the organization and falls within the instrumental needs. It refers to the manager's ability to influence his superiors' acts.

Considerateness: This face is related to the administrative level of the organization. It indicates that behavior of the manager which is friendly, supportive, open and collaborative (Korman, 1996).

Structuring: It refers to that behavior of the manager which pays attention to duty and seeks achievement. The manager of the organization clearly expresses his expectations from the departments of the organization and sets the functional standards.

Supporting the resources: This face is related to the administrative level of the organization and falls within the instrumental needs. Here, resources, tools and the equipments needed for the goals of the organization to be achieved are investigated.

Spirit: This face is related to the technical level of the organization and falls within the expressive needs of the organization. It refers to the trust, confidence, empathy and friendship that exist among the managers and the clerks.

Emphasis on progress: This face is related to the technical level of the organization and falls within the instrumental needs. In this face, learning processes, high scientific and educational goals, permanent and disciplined learning environment are considered. The hypotheses of the Research are as follows: Work Consciousness has a positive and significant impact on organizational identity. Work Consciousness has a positive and significant impact on organizational health. Organizational identity has a positive and significant impact on organizational health. The relations holding between the current constituents were investigated with the help of the literature background, and the conceptual model (theoretical framework) was depicted in the following format to investigate the impact of work consciousness on the two variables; organizational identity and health.

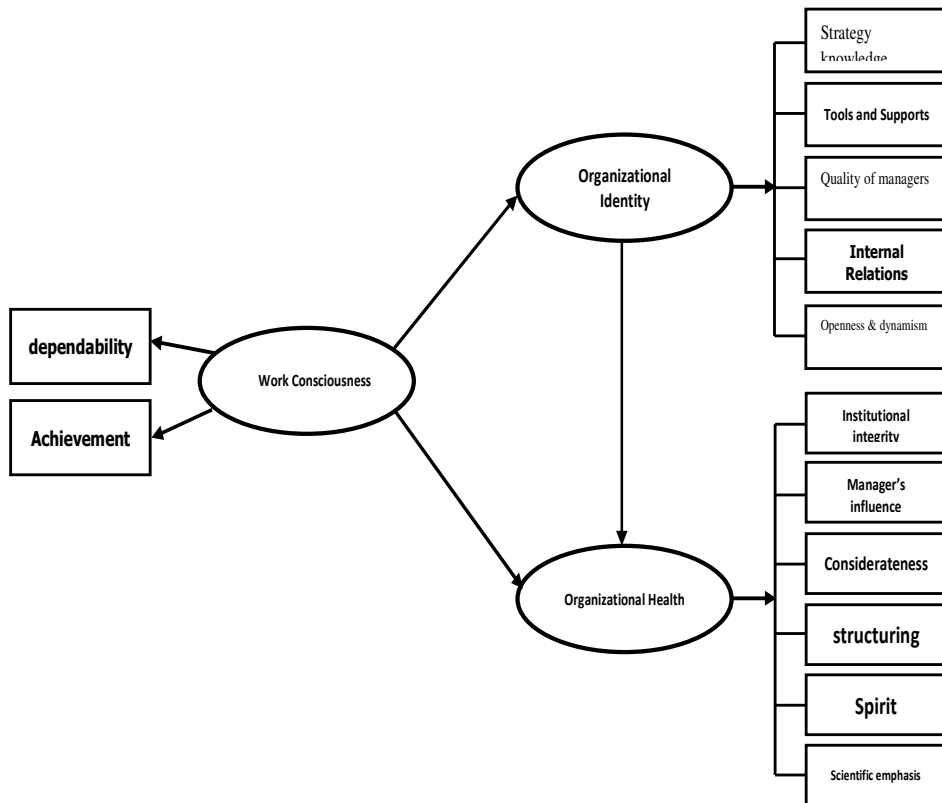


Figure 1. Conceptual Model

3. Method

Regarding the goal, this study is an applied one and regarding the method it is considered descriptive more specifically survey and correlational methods are used. The population of the study consists of 135 people working for, Zollanvari Carpets Cooperative Company located at Shiraz Industrial Town. To analyze the data, test of hypotheses and model verification, structural equation model (SEM), and minimum squares were used. The main tools to gather the data are the following standard questionnaires:

- Hoy&Fledman (1987) organizational health measurement questionnaire including 44 questions and six factors as follows: institutional integrity, manager's influence, considerateness, structuring, spirit and scientific emphasis.

-Boush, Alwing and John's (2006) questionnaire of organizational identity measurement including 29 questions and the following five factors: strategy knowledge, tools and support, quality of managers, internal relations and openness and dynamism.

- Costa & Mc.cera (1992) questionnaire including 16 questions and factors achievement and dependability.

To test the hypotheses and verify the model, this study uses SEM, PLS and minimal squares. PLS is a based on variance and compared to other structural equation techniques requires fewer conditions (Van Den Berg and Lance, 2000, PP. 4-69). PLS imposes no limitations on the size of the sample and the chosen sample can consist of 30 or fewer people in which case the results are valid(Brown, Chorpita & Barlow,1998, P. 107). The model evaluation standards are as follows: To achieve convergent validity and correlation, composite reliability and variance average extracted tests were utilized. Reliability higher than 0.8 together with the average variance of 0.5 are two necessary conditions for the convergent validity and correlation of a constituent (Cheng & Huang, 2009, PP. 5322-5376).According to table 1, reliability of all constituents is between 0.80 and0.90 and the average variance is between 0.6 and 0.90, which indicates a high convergent validity. Considering Fornell and Lacker standard, Factor loading greater than 0.5 have an acceptable validity (Fornell & Lacker, 19981, PP. 39-50). PLS uses a non parametrical method of assessment. Therefore, the indices obtained in PLS show the Quality of Fitting It means these indices show a digit between 0and 1, and the closer it is to 1, the better the Fitting of the model.

Table 1. The amounts of reliability and average variance of the constituents

Cranach's Alpha	Average Variance	Composite reliability	Factor Loading	Items Values
0.879	0.890	0.942	Work consciousness	
Work consciousness			0.929	dependability
			0.958	Achievement
0.886	0.646	0.914	Organizational health	
			0.847	Institutional

Cranach's Alpha	Average Variance	Composite reliability	Factor Loading	Items Values
Organizational health				integrity
			0.758	Manager's influence
			0.879	Considerateness
			0.868	Structuring
			0.707	spirit
			0.727	Scientific emphasis
0.870	0.657	0.925	Organizational identity	
Organizational identity			0.794	Knowledge strategy
			0.971	Tools and supports
			0.817	Quality of managers
			0.817	Internal relations
			0.834	Openness and dynamism

4. Findings

The first hypothesis of the research investigates the impact of work consciousness on organizational identity. The result of the test of this test was investigated based on the information presented in figures 2 and 3. The path coefficient of latent exogenous variable (work consciousness) on the endogenous variable (organizational identity) was 0.160 which is not significant where $t=1.905$, margin of error=0.05 and confidence =.95. As a result, the null hypothesis indicating lack of the related coefficient is accepted. In other words, the first hypothesis of the research is not supported.

Table 2. The result of the review (Hypothesis 1)

Hypothesis 1	Path Coefficient	Error Level	t	Result
Work Consciousness has a positive and significant impact on organizational identity	0.160	0.05	1.905	Reject

The second hypothesis of the research investigates the impact of work consciousness on organizational health. The result of this test was investigated based on the information presented in figures 2 and 3. The path coefficient of latent exogenous variable (work consciousness) on the endogenous variable (organizational health) was 0.254 where $t=4.342$, margin of error=0.05 and confidence =.95. This is significant and as a result the null hypothesis indicating lack of the related coefficient is rejected. In other words, work consciousness has a significant impact on the organizational health.

Table 3. The result of the review (Hypothesis 2)

Hypothesis 1	Path Coefficient	Error Level	t	Result
Work Consciousness has a positive and significant impact on organizational health	0.254	0.05	4.342	Confirmation

The third hypothesis of the research investigates the impact of organizational identity on organizational health. The result of the test of this test was investigated based on coefficient of latent endogenous variable (organizational identity) on the endogenous variable (organizational health) was 0.592, where $t=12.496$, the margin of error=0.05 and confidence = .95. This is significant and as a result the null hypothesis indicating lack of related coefficient is rejected. In other words, organizational hypothesis has a significant impact on the organizational health.

Table 4. The result of the review (Hypothesis 3)

Hypothesis 1	Path Coefficient	Error Level	t	Result
Organizational identity has a positive and significant impact on organizational health	0.592	0.05	12.496	Confirmation

5. Conclusion and Suggestions

The results obtained through analyzing the first hypothesis confirmed the impact of work consciousness on organizational identity organizational health. Moreover, the findings of the research reveal that the presence of people with a clear conscience who feel deserved, duty bound, disciplined and organized and seek progress in the work place leads to a safe and healthy work place for everyone and this way a feeling of positive identity is created among the employees. All mentally and physically healthy people take responsibility for his life and behavior, behaves normally and responsibly, faces the thing realistically and makes decisions based on logic and affections. In addition to this, according to Costa&Mc.cera theory of work consciousness (1992), it can be concluded that since people with a clear conscience have streaks of hard work, self discipline, organization, and are mainly careful, reliable and logical, they are usually healthy and self aware who know their strengths and weak points. They feel responsible for others, have comfort and security and when the face problems or are threatened, they show their patience and abilities. That's why these people have a higher job satisfaction and are highly successful. Considering the role work consciousness plays in organizational health and training healthy human force and its importance in creating a positive and constructive organizational identity among the employees, some practical ways to increase work consciousness in the organization are offered as follows: creating a positive and optimistic view and spirit to human and his actions in the organization. carrying out employees enabling plans. increasing employees tendency to participate in the organizational decision making processes. utilizing self-motivating mechanisms. correcting method of performance, by reviewing the goals, functions and activities in the organization. studying and knowing obstacles to the performance of the organization in all aspects and areas. investigating the quality and quantity of work and personnel affairs. selecting and appointing managers and employees by following principles like specialty, motivation and etc. studying, investigating and planning the performance of the organization, strengthening the foundations of work consciousness and hard work through general and specialized training. increasing public supervision and paying attention to proper patterns.

avoiding wasting materials and capital resources, and luxury in the organization. investigating ways of strengthening love for the work place and paying attention to making the organization cheerful. studying and investigating the correct ways of employees evaluation while considering the goals and functions of the organization and setting the necessary standards by involving the beneficiary clerks. paying attention to the material needs of the employees like salaries, benefits, perks and welfare facilities and supervising the way they are distributed among the clerks. paying attention to the spiritual needs of the employees like encouraging them for their achievements. designating positions and jobs to the employees by considering their specialty and experiences. paying attention to the work relations holding among the employees in the work place and controlling inappropriate work relations. paying attention to for the Physical Environment Employees and considering measures needed to be taken to make it a cheerful place. reviewing and resetting the job promotion system in the organization by paying attention to the employees' amount of satisfaction with the current job promotion system. supervising and reviewing the way organizational encouragements and punishments are handed out. holding refreshing courses for the employees in order to teach them how to participate in the organization work processes. holding refreshing courses (for managers, bosses and employees) in order to teach them methods of participatory management. strengthening the spirit for innovation, skills, and personal independence among the employees.

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