Social Identification among Employees: A System Dynamic Approach

Authors : Muhammad Abdullah, Salman Iqbal, Mamoona Rasheed

Abstract : Social identity among people is an important source of pride and self-esteem, consequently, people struggle to preserve a positive perception of their groups and collectives. The purpose of this paper is to explain the process of social identification and to highlight the underlying causal factors of social identity among employees. There is a little research about how the social identity of employees is shaped in Pakistan's organizational culture. This study is based on social identity theory. This study uses Systems' approach as a research methodology. The feedback loop approach is applied to explain the underlying key elements of employee behavior that collectively form social identity among social groups in corporate arena. The findings of this study reveal that effective, evaluative and cognitive components of an individual's personality are associated with the social identification. The system dynamic feedback loop approach has revealed the underlying structure that is associated with social identity, social group formation, and effective component proved to be the most associated factor. This may also enable to understand how social groups become stable and individuals act according to the group requirements. The value of this paper lies in the understanding gained about the underlying key factors that play a crucial role in social group formation in organizations. It may help to understand the rationale behind how employees socially categorize themselves within organizations. It may also help to design effective and more cohesive teams for better operations and long-term results. This may help to share knowledge among employees as well. The underlying structure behind the social identification is highlighted with the help of system modeling.