Measuring range the application of Organizational Identification philosophy in the Zain Company for Communications

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This research is extracted from a PhD thesis

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Abstract: This study attempts to test the possibility of developing organizational performance in Zain Telecom by adapting the philosophy and concept of Organizational Identification and its dimensions, the most important of which are (Organizational Identification, organizational loyalty, organizational affiliation).To achieve the goal, the research relied on the questionnaire method, which is one of the methods of collecting information in field studies.

Keywords: Organizational Identification, organizational similarity, organizational loyalty, organizational affiliation.

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1. Introduction

First: the research problem: the research problem revolves around knowing the levels of application of organizational symmetry in the company, as well as trying to identify the most important factors that cause weak organizational symmetry. The research problem can be formulated through the following questions: First: What is the possibility of applying organizational symmetry in the Zain Iraq Telecom Company? Second: Does the application of organizational symmetry and its dimensions contribute to achieving benefits for the company? Second: The objectives of the research: First: to ascertain the availability of the principles of organizational symmetry in the company under study. Second: Identifying the level of application of the principles of organizational symmetry in the company. Second: The importance of research: The importance of research is highlighted through the following: First: Organizational symmetry is one of the important topics as it provides the foundations and correct concepts to get rid of the problems of waste and loss in all aspects of the company's operations and on various Levels and how this is reflected in the success of the company. Second: Attempting to provide a conceptual framework about the philosophy of the organizational symmetry system, and at the same time reflecting its importance due to the novelty of the topic in the Iraqi environment in particular. Fourth: Research Methodology: The researcher relied in his research on the descriptive analytical method, which means describing the phenomenon, identifying it and justifying conditions and practices, or evaluation and comparison (Kandilji). 2012: 121) and because it is the most appropriate to know the reality of Zain Iraq.Fifth: Research limits: The study is determined by the following: First: Spatial limits: The researcher chose Zain Iraq. Second: Time limits: The research period extended from 25/9/2020 to 10/11/2021. Sixth: The research population and sample: First: The research community: The research community is represented by the managers and employees working in the researched company. Second: The research sample: A random sample was chosen from the research community. Seventh: The method of collecting data and information: First: The theoretical aspect: It was relied on what is available in the libraries of Iraqi universities as well as the Internet from sources on the subject. Second: The practical aspect: Adopt personal interviews with the employees in the company, starting from the managers of the production lines to the technical staff.

2. the theoretical side

• Organizational Identification

A modern concept that appeared in the early nineties of the last century in the literature of organizational behavior, as many researchers mentioned that it achieves two main advantages:

(Khan, et at, 2012, Yurchisin, 2006, Knippen.bery&Van, 2000, Ashforth and Mael, 1989)

A- The working individual has self-esteem and an increase in the level of ambition and belonging to the organization.

b- It reduces the tendency of employees to leave work, increases job satisfaction, commitment, and organizational loyalty, as well as increases the level of job engagement and organizational effectiveness.

There is some confusion in the concept of the two terms, organizational identity and organizational identity, from some researchers. The two concepts can be distinguished as follows:

(Bartels,2006,5), (Jones&Voipe, 2010, 413-434)

Organizational symmetry is the employee's feeling that there are links between him and the organization in which he works, and there are some things that the individual reaches through agreement with others and this goes beyond the secondary difference with the organization. As for organizational identity, it is characteristics or inherited features that distinguish the organization from other similar organizations. (Borose:2008,1,2) indicated that organizational symmetry is the case in which the goals of working individuals and the goals of the organization are integrated, while (Johnson, set ut:1999,159_170) sees organizational symmetry by asking the following two questions? Who am I to the organization? What is my relationship with the organization in which I work? He answered these questions (Brown, D: 2013, 4_5) that organizational symmetry is (the psychology of the relationship between the working individual and the organization, and that relationship deepens as a social entity, linking the fate and goals of the individual with the fate and goals of the organization).

The importance of organizational symmetry: Symmetry brings importance to the organization and the individual (: 249-268. Chan S H, 2006)

For the organization:

1- It is one of the renewed forms of social symmetry, as organizations seek to have their employees linked to the mission and vision of the organization.

2- Make the worker related to the organization through many questions...Does the worker consider the organization's goals similar to the goals he owns...etc.

3- It helps in the decision-making process in the organization.

For a working person:

1- It enhances organizational affiliation and loyalty.

2- It helps to understand and perceive and increase the individual's connection with the organization.

Components of organizational symmetry: It consists of two components:

☐ (Smidts et al, 2000:6) (Guarana, 2010:14

A - The knowledge element: It reflects the common characteristics between the working individuals and the organization, and through this element the boundaries within and outside the group are defined, which helps to complete the work.

B - The emotional component (influencing): ensures feelings and a sense of pride for individuals because they belong to the organization in which they work, which achieves a positive social identity, which enhances the self for individuals.

☐ Factors affecting organizational symmetry: There are many factors that affect the degree of organizational symmetry among many other organizational variables, which are 2006: 49-67 (Bartels,):

a- The length of the work period in the organization.

B - The reputation that the organization enjoys in the community (the societal reputation). The more well-known and reputable the organization is, the more proud the individual belongs to it.

C - Similarity and similarity between the values and goals of both the individual and the organization.

• Dimensions of organizational symmetry: There are many dimensions of organizational symmetry and according to the philosophy of each researcher, but most researchers agree on the following dimensions: (Rees 2014,patchen 1970 and cheney 2008), (Al-Qarala and Al-Hawamdah, 2006, 372)

1- Similarity: the individual's realization that there are common characteristics, values, and goals with other members of the group or in the organization in which he works.

2- Membership: (affiliation) refers to an individual's understanding, feeling, and affiliation with the organization.

3- Organizational Loyalty: The extent of support, defense and enthusiasm provided by the working individual to the organization to achieve its goals.

practical side

Table (1) Dimensions of the organizational symmetry variable according to arithmetic averages, standard deviations, coefficient of variation and relative importance

ordinal importance	Variation coefficient	SD	Mean		
الثاني	31.75	1.14	3.59	Similarity	1
الثالث	31	0.93	3	Member ship	2
الأول	23.51	0.91	3.87	Loyalty	3

The answers in the aforementioned table (1) reflected the values of the coefficient of variation as well as the relative importance of the dimensions of organizational symmetry, as the overall arrangement of the loyalty dimension came in the first place, which means that the answers of the sample members within the loyalty dimension were less dispersed and more homogeneous, appropriate and important than the rest of the other component variable dimensions For the scale, the dimension of similarity ranked second, while the dimension of affiliation ranked last in terms of importance, and the interpretation of these results is due to the fact that the answers of individuals about loyalty were more focused and less deviated from the rest of the answers of the other dimensions, which made it the most important.

It is clear from the level of responses to the organizational symmetry variable and its sub-dimensions (similarity, affiliation, loyalty) that:

1. All the answers to the dimensions of the organizational symmetry variable were at a good level compared to the hypothetical mean of (3).

2. Based on the values of the general arithmetic averages of the three dimensions mentioned previously, the organizational symmetry variable at the total level achieved an arithmetic mean of (3.5), with a standard deviation of (0.99), which expresses the agreement in the answers about the dimensions and paragraphs of this variable.

3. The ranks or the importance of the dimensions of the organizational symmetry variable have been graded depending on the coefficient of variation

After loyalty, he ranked first, then came after similarity, while after affiliation he ranked last. As for the standard deviation values, which ranged between (0.91-1.14), we conclude that the sample answers were somewhat homogeneous.

8. Conclusions and Recommendations

Conclusions

1. The level of loyalty in the company is good, because of what the company is doing to develop the feelings of job satisfaction among the officers.

2. The level of similarity in the company is good, but there is a decline in the company's ability to develop this sensitivity in proportion to the ambitions of the officers.

3. The level of the company's endeavor to increase its officers' sense of belonging in general is good because of the motivational policies that the two things do that develop this feeling among the officers and seek to create a satisfactory work environment for the officers.

4. The level of organizational symmetry in the company, Zain Iraq, in general, is good, but not at the level of ambition.

Recommendations

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