**ORGANIZATIONAL IDENTIFICATION: DEVELOPMENT AND TESTING OF A MEASURE**

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**Introduction**  
A lot of empirical research show that a level of the employee’s organizational identification (OI) links with many attitudes and behavior through their organizational, such as job satisfaction, affective commitment, organizational citizenship behavior, performance. There is continuing debate in the literature as to how organizational identification OI should be conceptualized and operationalized. Based on a recent review of the OI literature OI comprises four subcomponents: self-categorization (the extent to which employees categorize themselves as members of the organization as a social category and label themselves as organizational members), a sense of attachment to organization (to the extent to which employees experience a sense of attachment to, belonging and membership of the organization), sharing of organizational goals and values (the extent to which employees share the values and goals of the organization and integrate them into their own belief system), evaluation of the membership (to extent to which employees evaluate their membership of the organization as positive fact).

**Method**  
Based on this conceptualization of OI was developed the questionnaire, representing a list of 12-items (3 on each of the 4 components), which are estimated by the respondents on a 7-point scale.

**Sample**  
Preliminary empirical validation of the proposed 4-component model of OI was conducted on a sample of 72 employees of three health care organizations. The sample consist of 19 men and 49 women. The average age of study participants was 39.6 years (σ = 11.47), and the average length – 6.8 years.

**Analyses**  
The psychometric properties of the 12-item measure were tested using confirmatory factor analysis with AMOS 7.0. Two models were tested. The first model was a one-factor model where all twelve items were assumed to load onto a single unidimensional construct. The second was a four-factor model where relevant items from the scale were assumed to load onto four separate dimensions.

**Results**  
According to the results of the CFA all items (excluding item 9) have a significant interconnection (p<0.01) with the factor to which they belong (see Fig. 1). The four-factor model provided quite a good fit to the data: \( \chi^2 (38) = 44.413 \) (p=.220), \( \chi^2/(df) = 1.169 \), CFI=0.963, RMSEA=0.049 (see Table 1). The four-factor model was compared with one-factor model to test the hypothesis that OI is a multi-component construct. The one-factor model provided quite a good fit to the data too: \( \chi^2 (44) = 60.194 \) (p=0.053), \( \chi^2/(df) = 1.368 \), CFI=0.908, RMSEA=0.072). But the four-component model best describes the empirical data. Thus, the preliminary empirical testing has shown that the proposed the four-component model of OI reproduced empirically.

**Conclusion**  
The results provided support for the proposed four-component conceptualization of OI. However, the three subcomponents were highly intercorrelated and showed low discriminant validity. The results of a pilot test our measure showed that it can be used for measurement to the extent to which employees identify with their organization and predict their work-related behavior.

![Figure 1. Structure of organizational identification](image-url)