

التأثيرات التفاعلية بين الاحتكام للمكانة والتوجه للفردية-

الجماعية وانعكاساتها في الدمج التنظيمي

**Interactive Effects of Status Judgments and
Individualism -Collectivism Orientation on
Organizational Identification**

المستخلص

112

المقدمة

(Fuller et al. 2006).

(Conditional or Interactive Relationships) ()

(Causal Relationships)



الإطار المنهجي للبحث

- 1
(van Dick et al. 2008)
- (Intergroup dynamics)
(Intragroup dynamics)
(e.g., Mael & Ashforth, 1992; Pratt, 1998; Bergami & Bagozzi, 2000; Carmeli, 2005; Carmeli, Gilat & Weisberg, 2006; Smidts et al., 2001)
(Fuller et al. 2006; Tyler & Blader, 2002)
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(Fuller et al. 2006; Tyler & Blader, 2002)
- (Fuller et al. 2006)
- 3
(e.g., Triandis, Leung, Villareal, & Clack, 1985; Koerner & Fujiwara, 2000; Morris, Davis & Allen, 1994; Wagner, 1995; Jetten, Postmes & Mcauliffe, 2002)
- (Individual level) (Individualism/Collectivism)
- (Koerner & Fujiwara, 2000)
- 1
-2
-3
-4
-5
(OI) (PEP) (PIR)
- (I-C)
(LISREL) (Structural Equation Modeling)
- 6
-7
(HMRA)



((Fuller et al. 2006; Tyler & Blader, 2002)

(112)

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26	29	30
47	53	40-30
19	21	41-50
8	9	51-60
%100	112	
58	65	
42	47	
%100	112	
24	27	5-1
45	50	10-6
21	24	15-11
10	11	20-16
%100	112	

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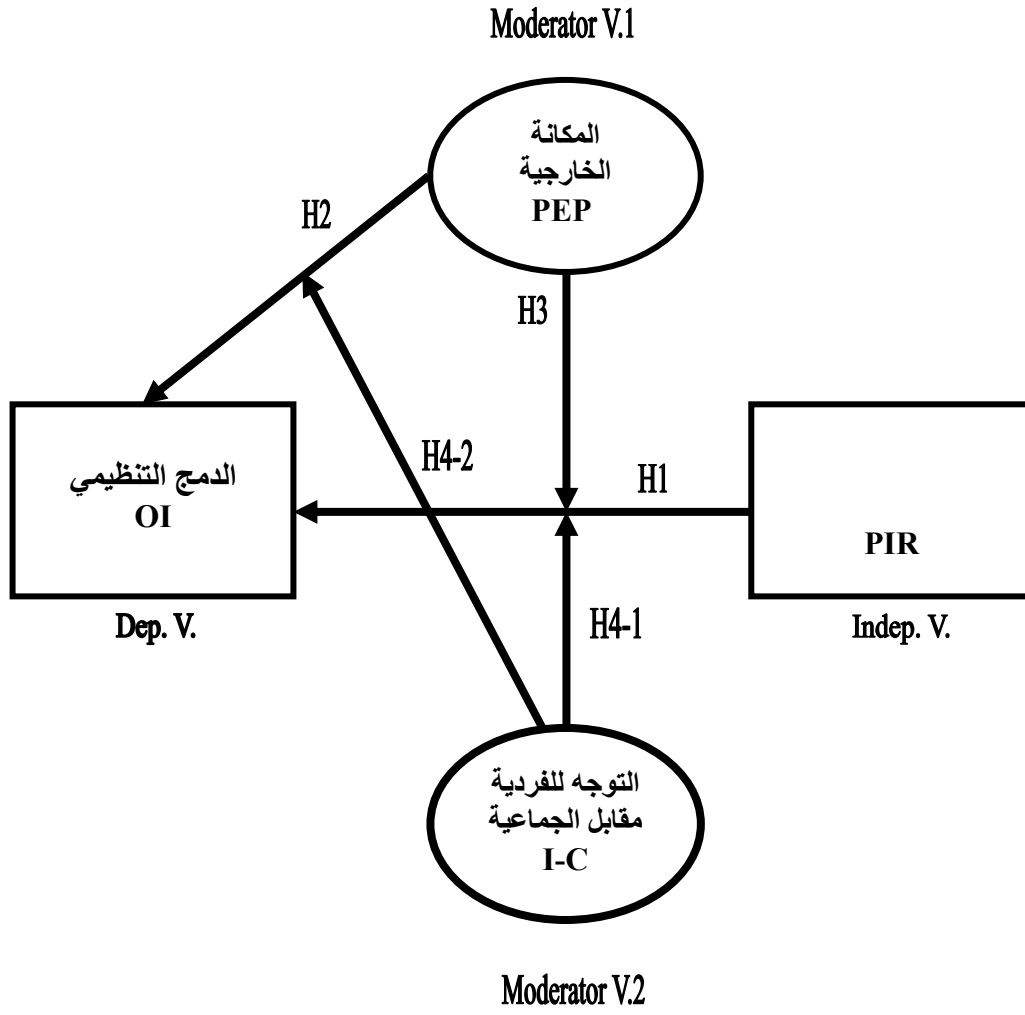
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الخلفية النظرية وبناء الفرضيات

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Social Identity Approach: SIT & SCT

(Tajfel ; Turner; Onorato)

(Self-Categorization (SCT)

(Social Identity Theory) (SIT)

.(Ekmekci & Casey, 2009) Theory)

(1978) Tajfel

(SIT)

(1979) (Tajfel & Turner)

(Self-esteem)

.(Trepte & Kramer, 2007)

(Ekmekci & (Self-definition)

(Inter-groups)

:(Trepte & Kramer, 2007)

.Casey, 2009: 48)

: Social Categorization

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: Social Comparison

.2

: Social Identity

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SIT

: Self-esteem

.4

(SIT)

(SCT)

.(Zmerli, 2007) (1987) (Turner)

(Intra-group)

.(Ekmekci & Casey, 2009: 48)

(Simultaneously)

.(Trepte & Kramer, 2007)

(Social Identity)

(SCT)

(Personal Identity)

.(Turner, 1999)

.(Turner & Onorato, 1999)

(Membership)

.(Ekmekci & Casey, 2009)



Group Engagement Model & Judgment for Status

(Tyler & Blader, 2003)

¹(Group Engagement Model)

(Status)

(Tyler & Blader, 2003)

(Status Judgments)

.(Identity based-judgments)

(Perceived External " "

.(Smidts et al., 2001; Fuller, et al., 2006) Prestige)

(Perceived Internal " "

.(Fuller, et al., 2006) Respect)

(Tyler & Blader, 2003)

.(Tyler & Blader, 2003: 359) "

Perceived External Prestige

(SIT)

(Bartels, Pruyn, Jong & Joustra, 2007: 176)

.(Mignonac, et al., 2006)

(Dutton, Dukerich & Harquail, 1994)

(Bhattacharya, Rao & Glynn, 1995)

(PEP)

.(Scott & Lane 2000)

.(Smidts et al., 2001)

.(Carmeli, Gilat & Weisberg, 2006: 93)

¹ للمزيد راجع (Tyler & Blader, 2003)



.(Smidts et al., 2001)

.(Mignonac, et al., 2006) (Less prestigious)

(PEP)

(1998) Fisher and Wakefield

(Organizational reputation)

.(Organizational image)

(Organizational identity)

.(Gotski & Wilson, 2001, p. 29)

.(Brown, Dacin, Pratt & Whetten, 2006, p.101)

.(Dutton & Dukerich, 1991: 520) ()

Perceived Internal Respect -

(SCT)

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(PIR)

. (Emler & Hopkins, 1990) (Social Reputation)

"what is my personal identity's status :

.(Fuller, et al., 2006) within the organization?"

(PEP)

.(PIR)

.(Tyler & Blader, 2003)

.(Wiesenfeld et al., 2001)



(Tyler & Blader, 2003)

(Reputational Self)

(Categorical Self)

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2010 :

3. Organizational Identification

(OI)

(Ekmecki & Casey, 2009; Haslam, 2002) (Social identity approach)

(van Dick et al. 2008: 388)

(SCT)

(SIT)

(2008) Ashforth

(1968-1938)

(2008) Ashforth

(1911)

(Ashforth, Harrison & Corley, 2008: 326)

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. (Fisher & Wakefield, 1998)

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.(Bartels,2006:1)

(Male & Ashforth, 1992)

(1994) Dutton

.(Dutton, et al., 1994)

(OI)

(Patchen, 1970) (Riketta, 2005)

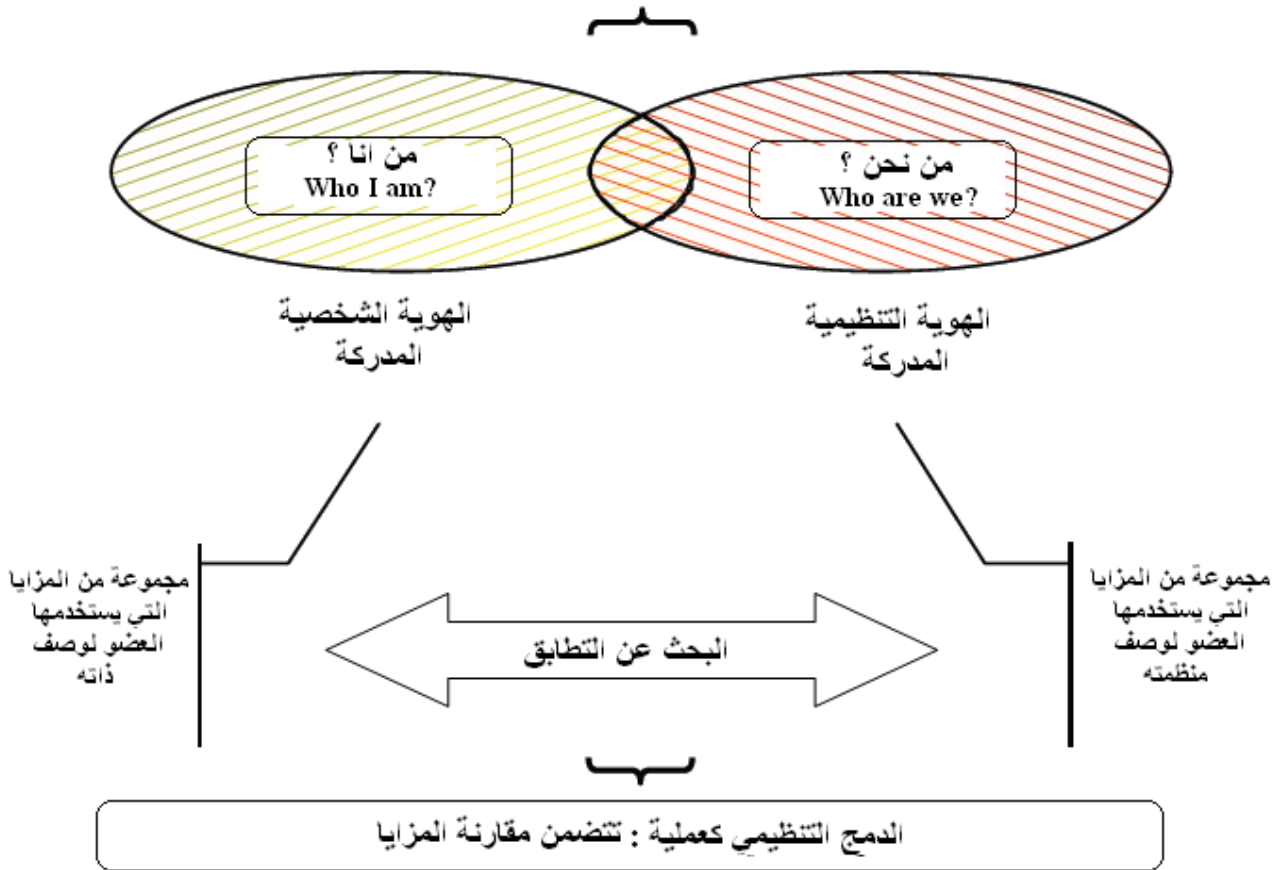
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OI
(Ricketta, 2005: 361) () ()
(Ekmekci & Casey, 2009) (OI)
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(Ekmekci & Casey, 2009)
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الدمج التنظيمي كمنتجات : درجة التداخل تحدد القوة



(2)

Source: Ekmekci & Casey, (2009). How Time Brings Together "I" and "We": A Theory of Identification Through Memory. Institute of Behavioral and Applied Management. P. 51



Individualism/Collectivism

.4

(I-C)

.(Wagner, 1995)

(1980) (Geert Hofsted)

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Hofsted

IBM

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.(Cascio, 2006)

(I-C)

.(Wagner, 1995)

. (Country or society level)

(Individual level)

(e.g, Koerner & Fujiwara, 2000; Morris, Davis & Allen, 1994; Rego ,

.2006)

.(Triandis, Leung, Villareal, & Clack, 1985)

.(Koerner & Fujiwara, 2000)

(White & Nakamura , 2002 : 3)

.(Triandis & Gelfand , 1998 : 118)

.(Morris, Davis & Allen, 1994)

.(Wagner, 1995)

(Cultural Syndromes)

.(Kong, 2005: 11) Hofsted

(Hofstede, 1980: 45)

(Moorman & Blakely ,1995 : 129)

.(Hofstede , 1991 : 260)

(Rego , 2006 : 4)

.(Ferreira 2002 : 7) ()

(Hofstede , 1980 : 45)

(Moorman & Blakely, 1995: 129)

. (Hofstede ,1991 : 261)



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.(Lock,2005:16)

. (Ferreira , 2002 : 7)

. (Lock , 2005: 27)

: (3)

(3)

Source: Trumbull etal, 2000, P: 95

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(4)

Source: Morris, Davis & Allen, (1994). P. 68



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.(Fuller et al. 2006; Tyler & Blader, 2002)

(e.g., Smidts et al., 2001; Bartels et al., 2007; Carmeli, 2005; Carmeli, Gilat & Weisberg, 2006

(Smidts et al., 2001)

.(Fuller et al. 2006)

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.(Tyler & Blader, 2003, 356)

.(Fuller et al. 2006: 824)

.(Bartels,2006)

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.(Bartels, 2006; Edwards, 2005)

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.2

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.(Conditional or Unconditional)

.(Moderator Variable) ()

.(Turner & Onorato, 1999)

(Individualists)

(Personal identity)

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(Collectivists)

. (Markus & Kitayama, 1991) ()

.(Fiske, Kitayama, Markus, & Nisbett, 1998; Wang, Bishop & Scott, 2002)

(Tyler & Blader, 2003)

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² الهوية الذاتية (self-identity) : تتألف من الهوية الشخصية (personal identity) والهوية الاجتماعية (social identity)



الإطار العملي للبحث

3

(Likert)

(5)

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.(4)

(0.75)

(0.97-0.79)

(Nunnaly & Bernstein,1994)

(5)

0.97	PIR	(2010)	5	
0.83	PEP	(Smidts et al. 2001)	3	
0.79	IC	(Wagner, 1995)	10	
0.95	OI	(Mael & Ashforth, 1992)	6	

.2

.(MacCallum & Austin, 2000)

Confirmatory Factor Analyzes

Latent Variable

(Factor)

.(LISREL)

(Covariance Matrix)

:(6)

(6)

5	df	χ^2	-1
0.90	Goodness of Fit Index (GFI)		-2
0.90	Normed Fit Index (NFI)		-3
0.95	Comparative Fit Index (CFI)		-4
0.08-0.05	:	▪	-5
Root Mean Square Error of Approximation (RMSEA)			

Source: Chan et al., 2007



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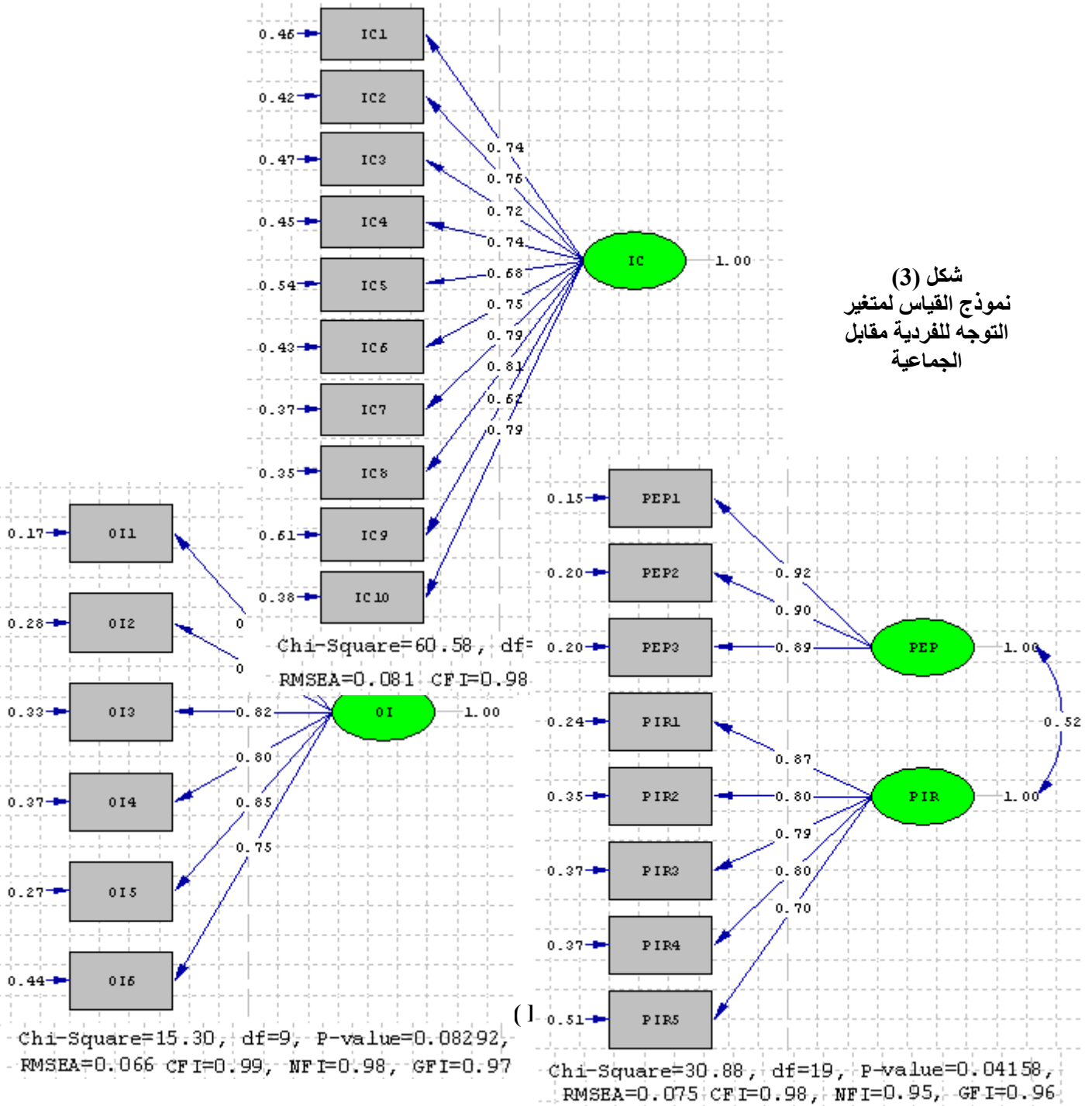
.1

(I-C)
(3)
(chi-square)
(%1)
(35) (60.85)
(RMSEA =0.081; CFI = 0.98; NFI=0.96, GFI=
(3) .0.96
(10)
)
(
(Costello& Osborne,2005) (0.40)
(PEP & PIR) -2
(PIR)
(PEP) .()
()
(just-identified model)

.(Byrne, 1998)

(4)
(30.88) (chi-square)
(19)
(RMSEA =0.075; CFI = 0.98 ;NFI=0.95, GFI= 0.96)
(PIR) (5)
(PEP) (3)
()
(.0.40)
(6) (5)
(OI)
(.0.40)

.3



شكل (3)
نموذج القياس لمتغير
التوجه للفردية مقابل
الجماعية

(0.87)

(3.41)

(PIR)

(.3)



(7)

Study variables	1	2	3	4
PIR	1	0.308**	-0.380**	-0.395**
PEP	0.308**	1	0.833**	0.929**
I-C	-0.380**	0.833**	1	0.901**
OI	-0.395**	0.929**	0.901**	1
Summary statistics				
Mean	3.41	3.12	4.23	4.03
Standard deviation	0.87	0.97	1.03	0.76

Note. Two-tailed tests of significance were used.

** $p < 0.01$

		(PEP)	-2
(3.12) (PEP)			(0.97)
	(3)	I-C	-3
(4.23)	(I-C)		(1.03)
	(3)	OI	-4
(4.03)		(OI)	(0.76)
	(3)	(Person)	
(Fryxell & Wang ,1994) (Multicollinarity)			(0.60)
	(Initial Support)		
(% 1)			



Hypotheses testing

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(Hierarchical Multi Regression Analysis)

.(HMRA)

	(T)	(B)	(8)			
		(F)	(ΔR^2)		(R ²)	
		()	
			1-			
					2-	
						-1
(PIR)				(OI)	(PEP)	
(10)		(B)	(0.140)			(PIR)
(%1)		(B)	(0.964)	(T)		(T)
(%1)			(F)	(T)		(T)
)				(% 87)	(R ²)	(
						-2

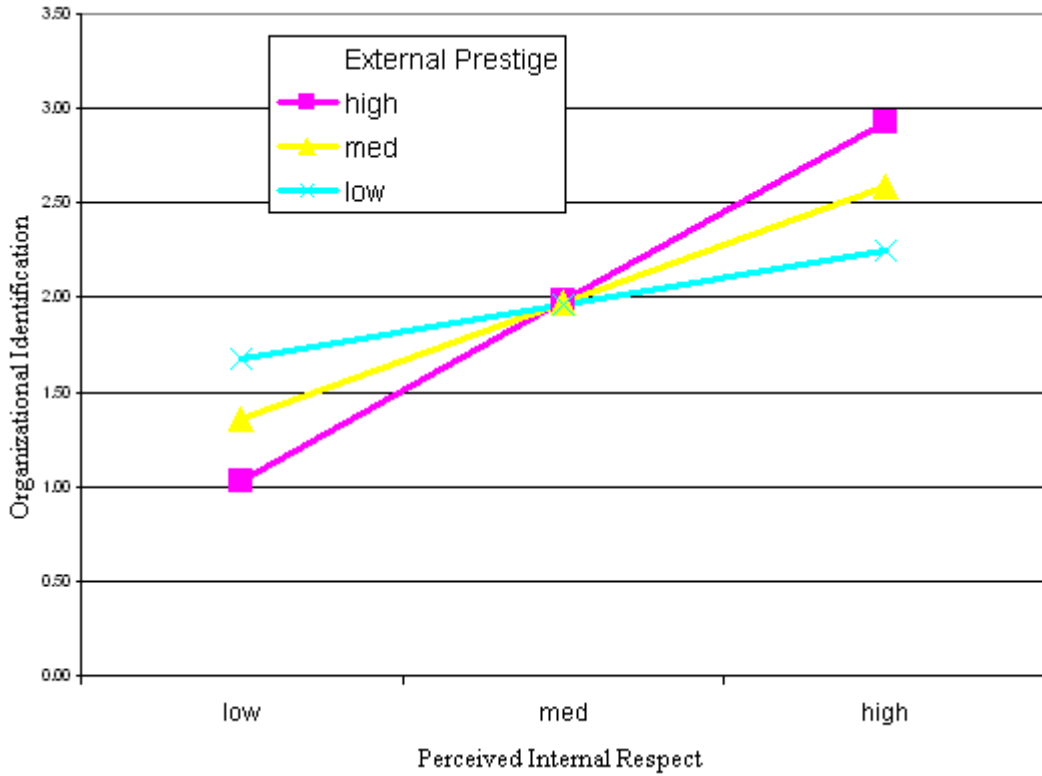
(Independent Variable)

(Interactive Variable)
(Dependent Variable)

(PEP)	(PIR)			
(Interaction V.)	(PIR)			
(PEP)	(PIR)			
	(Centrized)		(Standardized)	
			(Multicollarity)	
	()	
(T)	(%1)	(0.332)	(PIR * PEP)	
			(T)	
	(OI)			



(PEP) (Plotting) (ModGraph)
 (PIR) (OI)
 (PEP)
 (7)
 (6)

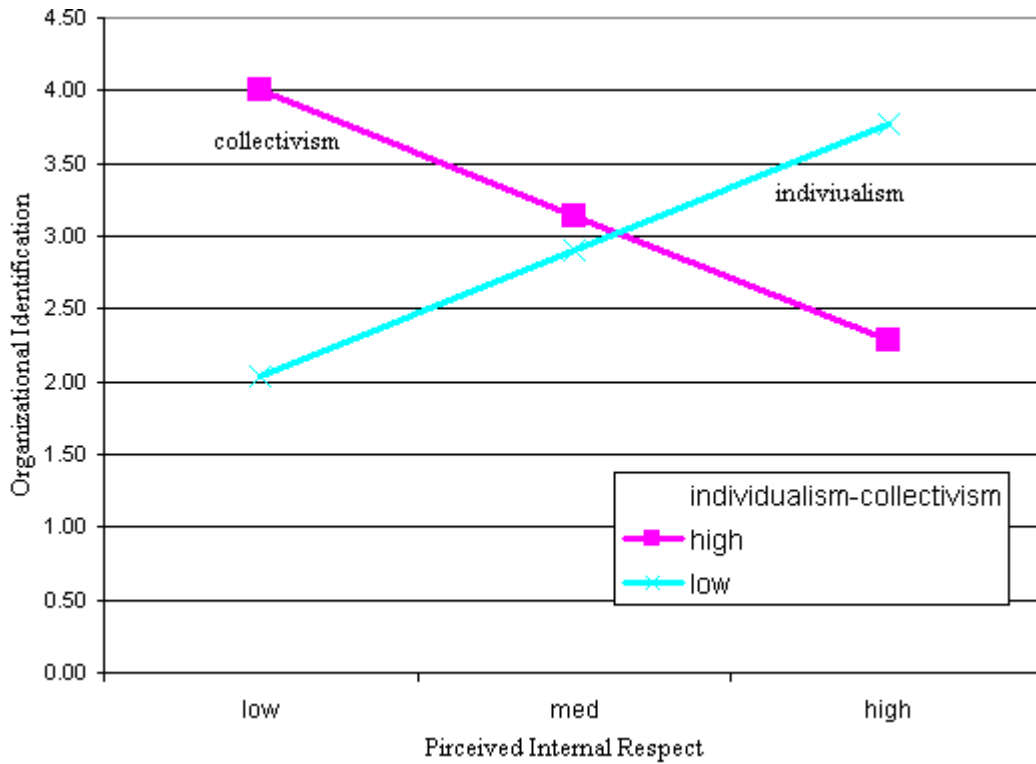


1- -2
 1-

(I-C) (PIR)
 (Interaction V.)
 (I-C) (PIR)
 (Centrized)
 ()
 (T) (%5) (0.06) (PIR * I-C)
 (Multicollinarity)
 (T)



(OI)
(ModGraph)
(O-I)
(7)
(7)
(Plotting)



(PEP) 2-
2-
(PEP) 1-
(PEP) (I-C)
(Interaction V.)
() (I-C)
(T) (%5) () (0.07) (PEP * I-C)

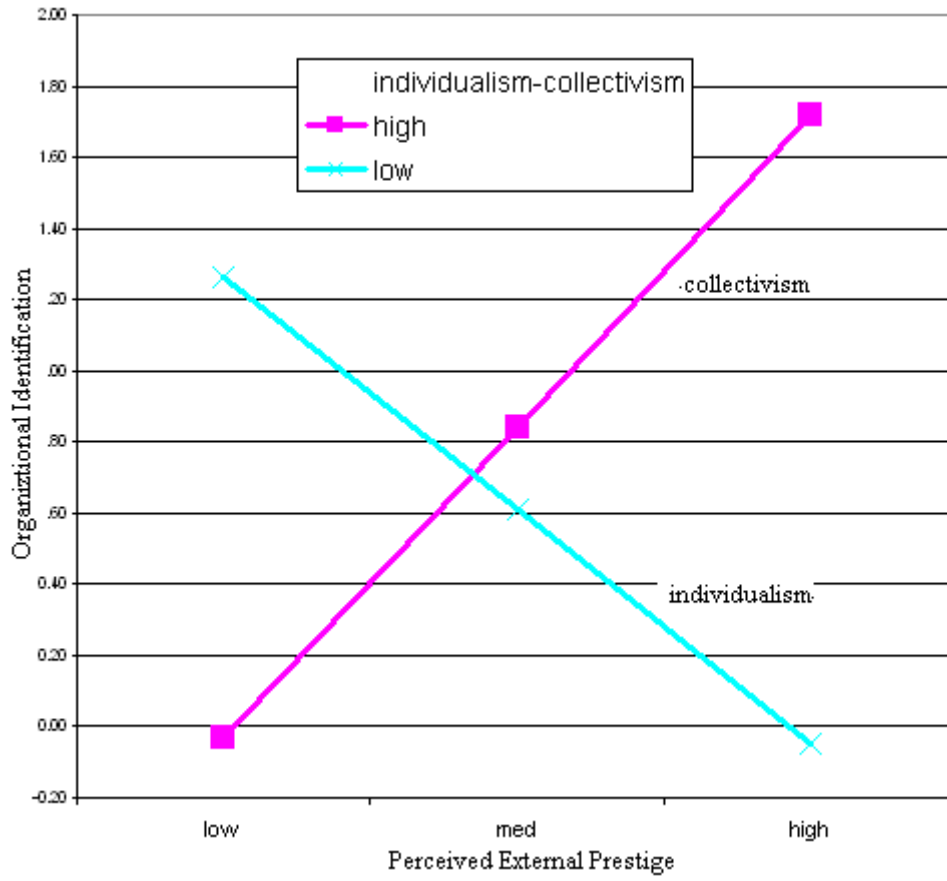
⁴ الانخفاض في قيمة متغير التوجه نحو الفردية - الجماعية تعني التوجه نحو الفردية والارتفاع يعني التوجه نحو الجماعية



(O1)

(Plotting)
(O-I)

:(7)





(8)

(HMRA)

Dependent Variable	Independent Variable	B	T	R 2	$\Delta R 2$	F
O1						
Step 1	PIR	0.140**	25.16	.87		385**
	PEP	0.964**	3.39			
Step 2	PIR	0.07*	11.85	.91	.044**	59 **
	PEP	.0.619**	2.28			
	PIR * PEP (Interaction effect)	0.332**	7.69			
			1			
O1						
Step1	PIR	- 0.11**				60.5**
	I-C	0.35**				
Step 2	PIR	- 0.10*				11.7**
	I-C	0.23**				
	PIR * I-C (Interaction effect)	- 0.07*				
2						
Step 1	PEP	0.617**	11.6	0.914		59.4**
	I-C	0.355**	8.03			
Step 2	PEP	0.620**	11.8	0.918	0.004*	5.22**
	I-C	0.333**	7.69			
	PEP * I-C (Interaction effect)	0.06*	2.28			



الاستنتاجات والتوصيات

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 - .4
 - .5
 - .6
 - .1
- (Hofsted)



(1)
(2)

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References

- : (2010)
- .28-1 : 58 : 16 :
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