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PAPER PRESENTATION

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**Facilitating Organizational Identification in Hybrid Organizations:
Managerial Actions, Essential Actors and Reinforcing Factors.**

Workshop: Organizational strategy

Type of paper: Conceptual

Abstract:

Building a coherent identity helps hybrid organizations and social enterprises to better meet the sometimes conflicting requests of their wide range of stakeholders. However, due to tensions palpable in these organizational forms because of their contradictory organizational logics, staff members will tend to face identity or role conflicts. Therefore, understanding the process of the emergence of organizational identification in hybrid organizations appears to be of major importance. This literature review aims answering the following question: How can hybrid organizations and social enterprises facilitate the process of organizational identification for their staff members? This literature review enables us to build a framework summarizing the different managerial actions that facilitate identification, the actors who will promote organizational identification and the factors that may reinforce or threaten the identification process.