

# **Thesis**

## **The effect of organizational socialization on corporate image: the mediating role of corporate identity**



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By

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## **Declaration**

I hereby declare that this material has not been used for any degree in my name in any other institution and to the best of my knowledge, no material previously published or written by anyone has been added to it, except the references given. Furthermore, I will not use this paper for the attainment of any diploma or degree in any other institution before the approval of University of Management and Technology, Lahore.

## **Abstract**

Corporate image management with the stakeholders is of prime importance to the organizations, especially when internal stakeholders – the employees, are concerned. It is important to achieve the right image in the minds of the newly hired employees as they have yet to gain the relevant image of the organization they just joined which is – in turn – essential for their assimilation as effective organizational members. We propose that corporate identity has an important role to play in the process when organizational socialization is performed in the organization through which corporate image of the organization in the mind of the newly hired employee is developed. The purpose of the current study is to evaluate the role of corporate identity in mediating the relationship between organizational socialization and corporate image of the organization. Our sample consisted of 302 newly hired employees in different local and multinational organizations of Pakistan in various sectors such as FMCG, Information Technology, banking and construction and engineering sectors. It was found that corporate identity mediated the relationship between organizational socialization and corporate image and results supported our hypothesis. The study reveals how an HR department can effectively influence on corporate identity and corporate image development with the newly hired employees via the organizational socialization plans and activities.

**Keywords:** Organizational Socialization, Corporate Image, Corporate Identity, Newly hired employees, Corporate Communication.

## Contents

1. CHAPTER I: INTRODUCTION.....	8
1.1 Chapter Overview .....	8
1.2 Background of the Study.....	8
1.3 Problem Statement .....	9
1.4 Research Question.....	13
1.5 Research Objectives .....	13
1.6 Contribution of the Study.....	14
1.7 Definitions of Key Terms.....	14
1.8 Summary .....	15
2. CHAPTER II: LITERATURE REVIEW .....	16
2.1 Chapter Overview .....	16
2.2 Corporate Identity .....	16
2.2.1 Definition .....	16
2.2.2 Theoretical Foundations.....	16
2.2.3 Antecedents of Corporate Identity.....	19
2.2.4 Outcomes of Corporate Identity.....	20
2.3 Corporate Image.....	20
2.3.1 Definition .....	20
2.3.2 Theoretical Foundations.....	21
2.3.3 Antecedents of Corporate Image .....	21
2.3.4 Outcomes of Corporate Image .....	23
2.4 Organizational Socialization .....	25
2.4.1 Definition .....	25
2.4.2 Theoretical Background.....	25
2.4.3 Antecedents of the Organizational Socialization.....	27
2.4.4 Outcomes of Organizational Socialization .....	28
2.5 Summary .....	30
3. CHAPTER III: HYPOTHESIS DEVELOPMENT AND CONCEPTUAL MODEL.....	31
3.1 Chapter Overview .....	31
3.2 Hypothesis Development .....	31

3.2.1	Organizational Socialization and Corporate Image .....	31
3.2.2	Organizational Socialization and Corporate Identity .....	32
3.2.3	Corporate Identity and Corporate Image .....	33
3.2.4	The Role of Corporate Identity as a Mediator .....	33
3.3	Theoretical Framework .....	35
3.4	Summary .....	36
4	CHAPTER IV: METHOD .....	37
4.1	Chapter Overview .....	37
4.2	Research Design .....	37
4.2.1	Data Collection Method .....	37
4.2.2	Measurement Method .....	37
4.2.3	Research Setting .....	38
4.2.4	Time Horizon .....	38
4.2.5	Focal Unit .....	38
4.2.6	Sampling Design .....	38
4.2.7	Sampling Technique .....	39
4.2.8	Measurement of Study Constructs .....	39
4.2.9	Questionnaire Design .....	40
4.2.10	Pilot Testing .....	40
4.3	Data Analysis Methods .....	41
4.4	Summary .....	43
5	CHAPTER V: RESULTS .....	44
5.1	Chapter Overview .....	44
5.2	Survey Administration .....	44
5.3	Pilot Testing .....	45
5.4	Result of Preliminary Data Analysis .....	45
5.4.1	Data Cleaning .....	45
5.4.2	Accuracy of Input and Missing Value Analysis .....	45
5.4.3	Outlier Treatment .....	46
5.4.4	Internal Consistency .....	46
5.4.5	Assumptions of Normality, Linearity, and Homoscedasticity .....	46
5.4.6	Multicollinearity .....	47
5.5	Results of Univariate Data Analysis .....	48

5.6	Results of Bivariate Data analysis.....	50
5.7	Results of Multivariate Data Analysis .....	49
5.8	Summary .....	50
6	CHAPTER VI: DISCUSSION .....	51
6.1	Chapter Overview .....	51
6.2	Discussion of Findings .....	51
6.2.1	Organizational socialization and corporate image.....	52
6.2.2	Organizational socialization and corporate identity .....	52
6.2.3	Corporate identity and corporate image.....	53
6.2.4	Mediation between organizational socialization and corporate image .....	53
6.3	Theoretical Contributions.....	54
6.4	Practical Implications.....	55
6.5	Study Limitations and Suggestions for Future Research .....	55
6.6	Summary .....	56
7	References.....	57
8	Appendices.....	65
8.1	Appendix A – Instrument Items .....	65
8.2	Appendix B – Histograms, QQ Plots and Scatter Plots .....	68
8.3	Appendix C – Graphical Representation of Data.....	76
8.4	Appendix D – A. F. Hays Process Model Output .....	78
8.5	Appendix E – Questionnaire in Google Forms format .....	80

## **CHAPTER I:INTRODUCTION**

### **1.1 Chapter Overview**

The following chapter shall provide a brief introduction and background of the main variables involved in my study – corporate image, corporate identity and organizational socialization. This shall be succeeded by problem statement, research question and definitions of the main variables.