ORGANIZATIONAL IDENTIFICATION IN HUMAN RESOURCES PRACTISE IN KAHRAMANMARAS TEXTILE SECTOR

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ABSTRACT

One of the concepts coming to the forefront in studies made for explaining the connection between the organization and workers is the concept of organizational identification. The organizational identification is compliance of individual's purposes with the purposes of the organization and it is also identified as organizational identification when the individual feels himself/herself on the same level with the values identified by the organization. There are many factors which are used for explaining the emotional connection between organization and workers and which have impacts on the organizational identification level. The aim of this study is to explain the concept of organizational identification and to include some studies revealing the relation of organizational identification with the other organizational behavior concepts. The study was prepared in two different scopes, theoretical and research dimension. In the theoretical part, organizational identification and some studies made about organizational identification are explained. The research part is related to the dimension of the research on organizational identification in human resources. The study was completed with the evaluation of the research data, conclusions and recommendations.

Keywords: Identification, Organizational Identification in Human Resources

1. INTRODUCTION

Increasing competition conditions affects the business life more and more every day. The organizations engage in various searches to maximize the performances and to increase their

efficiency due to increasing importance level of capital. For this reason, the researchers make various works for increasing the organizational efficiency in organizations in order to reach the sustainable competition power. An important part of these studies are consistent of the researches made for keeping the workers in the organization. The only thing keeping the workers within the organization is not the financial issue. It is seen that some qualified workers leave their organizations and accept to work in other organizations with less salaries. One of the most important reasons of this is the failure of organization and managers in keeping the workers within organization (Dogan and Kilic, 2007). The psychological connection established between individuals and organization forms one of the important subjects of organizational behavior field. If the workers feel themselves as a part of the organization, this is considered as a positive situation for the future of organization. When a manager starts to ask, "Why do not my subordinates behave as I suggest," it means that the dimension of organizational behavior has arisen. This applies to the behavioral dimension of any element in the local, national and international environment, as well as the organization's internal (Şimşek, Çelik ve Akgemci, 2016: 3).

One of the important subjects in terms of organizational behavior studies is the concept of organizational identification. The organizational identification is seen as an auxiliary tool for making the workers work in accordance with the benefits of the organization (Ashfort and Mael, 1989; Dutton et al., 1994) and it is identified as "uniting with an organization or belonging to an organization" (Ashforth and Mael, 1989). It is mentioned that the organizational identification is the similarity level between the concepts used by individual when identifying himself/herself and the concept used by him/her when identifying an organization (Dutton et al.,1994). The organizational identification level of a member shows his/her level of connection to the organizational membership. If the organization of employee has been more important than his/her memberships in the other social groups, it means that the individual is identified in the organization.

There are many factors that affect organizational identification. There are many studies in the literature investigating the relationship between organizational identification and identification with other organizational behavior concepts. In this study, the concept of organizational identification has been clarified. Then some work on organizational identification has been given. The empirical dimension is the head of the research on organizational identification in human resources. Here, material and method, findings subheadings are included.

The work is finally finished with conclusions and suggestions.

2. ORGANIZATIONAL IDENTIFICATION

The individual psychological relations established by the individuals on their organizations have begun to be examined at the end of 19th century (Kreiner and Ashforth, 2004). Literarily, the organizational identification has begun with Edward Tolman's study (1943), in which he described the organizational identification as "an individual belonging to any group which he/she feels himself/herself as a part of it". The first detailed model about the organizational identification was made by Mark and Simon in the year 1958 (Lee, 1971). Ashforth and Mael (1989) describe the organizational identification as belonging or uniting perception including success and fail. Scott and Lane (2000) describes the organizational identification as the individual's perception of organization as a part of himself/herself, while Dutton et al. (1994) describes it as the cognitive connection between the identifications made by the individual about himself/herself and the organization. The people who are identified within their organizations are in interaction with the people out of the organization and they see themselves as the representatives of the organization. Workers who are identified with their organizations prioritize the benefits of organization in strategic and business decisions (Miller et al., 2000).

Identification is the individual's perception of himself/herself equal to the organization and individual's feelings on success and failure of organization like his/her own success or failure. Identification will realize when the workers perceive the identity of organization as their own identities (Ravishankar and Shan, 2008).

Many studies were made for determining the relation between many variables and the organizational identification. The organizational identification, which is the view of relation between worker and organization from the window of worker, forms a different field in organizational behavior literature rather than organizational dependency. Identification, which is the indicator of self concept and equality perception, is different than subjects such as person-organization compliance and organizational dependency in this sense (Kreiner and Ashforth, 2004). When we consider how the organizational identification effects the organization, it is assumed that the identification is in relation with work satisfaction, motivation, performance, organizational dependency, cooperation behaviour and organizational citizenship behaviors. In addition to these, as the organizational identification will increase appropriate behaviors with the organization's identity and values, it is seen as one of the important methods to manage the behaviors of organization's members (Shamir and Kark, 2004).

Mael and Ashforth (1992) determined that the relations between people are in positive relation with the identification. The individual participation level can be associated with the organizational identification. The more social interaction the organization has the more dependent the workers will be. It is worth mentioning here the concept of group dynamics. In

this context, occupations act as group members, not individual and independent individuals in business life (Şimşek and Çelik, 2016: 201). High level of positive contact with the group will increase the individual's perception of himself/herself as a member of social union. Strong identification will be provided in this way.

Another way for describing the organizational identification is the theory of social identification (Mael and Ashforth, 1992; Ashforth and Mael, 1989). This theory assumes that the persons get social and individual identities by being members of groups. This view is based on two main assumptions. First one is that the workers are motivated to strengthen their self-respect and the other one is that the persons use categories and comparisons to form their own environments.

The organizational identification is usually confused with the concept of organizational commitment. Some researchers state that the organizational identification is the same with organizational commitment (Allen and Myer, 1990: 252-253) and some of them state that these two concepts are different concepts (Mael and Tetrick, 1992). According to Ashforh and Mael, identification is specific to the organization, however, the commitment may not be specific to the organization. Therefore, a member may show high level of commitment even without thinking that he/she shares the same destiny with the organization, however, if the member is identified in the organization, then he/she will suffer spiritual loss when he/she leaves the organization (Mael and Ashforth, 1992: 105). Accordingly, an important aspect of the organizational identification is that the psychological closeness of individual for the organization may reveal even without relations or interactions between persons (Mael and Ashforth, 1995).

3. SOME STUDIES MADE ABOUT ORGANIZATIONAL IDENTIFICATION

In the literature, there are many conceptual and empirical studies designed to determine the relationship between organizational identification and variables. In this section, studies of demographic (gender, age, education level, title), individual and organizational (organizational justice, organizational citizenship, perceived organizational support, organizational trust, organizational commitment, intention to leave work, work performance, social responsibility, communication, job satisfaction, organizational image etc.) factors effecting organizational identification is included.

Hawthorne research is a work that has very useful results, although it does not seem directly related to this topic. This event, which took place in the United States, led to the announcement of the conclusions of the Hawthorne research pioneered by behavioral scientists, leading to a new trend in examining organizations. This trend, which emerged under the name of Human Relations, has now become a discipline that has taken the form of "Human Resources Management" and now carries the heading of "Organizational Behavior" (which examines the

behaviors of the members of the organization). (Baransel, 1979: 215; Şimşek ve Çelik, 2016: 196). The contribution of the Chicago School and other management philosophers to this area can not be ignored. However, only "organizational identification" has been found since the 1970s.

In the study, in which the personal factors on organizational identification were examined by Hall, Benjamin and Nygre (1970), it was determined that the senior persons working in forest administrations in the USA have more identification levels than the junior ones.

In the study made by Lee (1971) from the public health institution on the scientists and managers, it was determined that the older scientists have higher organizational identification levels than the young ones. In addition, a positive and statistically significant relation was determined between the education level and the organizational identification. It was concluded that the more educated persons have higher organizational identification levels than the less educated persons. In the study, a negative and statistically significant relation was determined between the organizational identification level and leaving reason and worker circulation rate and a positive and statistically significant relation was determined between the organizational identification and job satisfaction.

In the study made by Organ and Green (1981) on scientists and engineers working in three different institutions, impacts of role ambiguity, role conflict and alienation on the organizational identification were examined. As result of this study, it was determined that role ambiguity, role conflict and alienation have negative and statistically significant impact on the organizational identification.

In the study made by Cheney (1983) in USA on a producer company which is within the first one hundred on Fortune 500 and use advanced technology, it was determined that there is a positive and statistically significant relation between age and organizational identification. According to this result, it can be said that older workers have higher identification levels than the younger workers.

Mael and Ashforth (1992) stated that the workers satisfied of their organizations have higher identification levels and they determined that there is positive and statistically significant relation between satisfaction and organizational identification. The individual's social participation level can be associated with the organizational identification. High level of positive contact with the group will increase the individual's perception of himself/herself as a member of social union.

In the research made by Bhattacharya, Rao and Glynn (1995) on the members of art museum, they accepted the customers as members of the organization and they examined the education levels of members through their identification levels. They concluded that the persons who have

bachelor degree or higher degrees (organization members) have negative and statistically significant identifications. In addition, the senior members - the persons who have been members for longer periods - have positive and statistically significant levels of organizational identification.

In the research made by Siegel and Sisaye (1997) on public accounting officials, it was determined that the compliance between individual images of managers and the image of organization impact the organizational commitment positively and directly. It was also stated that the organizational commitment have positive and direct impact on the organizational identifications of managers and thus, the managers' individual image and organizational image compliance may have positive and direct relation with the organizational identification.

In a research made by Huggins, Riordan, Griffeth (1998) on the workers of an electricity-related factory, it was determined that the identification levels of men are higher than the identification levels of women. It was determined that the senior workers have higher identification levels than the junior ones.

In the study made by He and Mukherjee (2003) in China on sales attendants, the impact of job satisfaction provided with internal and external motivation tools on the organizational identification were examined. It was determined that the job satisfaction provided by the external tools is more related to the organizational identification than the job satisfaction provided by the internal tools. In addition, it was determined that the organizational identification has an intermediary role between job satisfaction and organizational identification.

In the research made by De Cremer (2005) in Germany on the workers in a multinational company, it was stated that the interaction between distribution and progress justice can be observed when the identification level is high. In addition, it was mentioned that these two justice sizes will affect the cooperation behaviour through the organizational identification.

The organizational identification was examined within organizational image and organizational citizenship behaviours relation in the research made on the workers of Ergaz A.S. in Erzurum by Karabey (2005). As result of the studies, a positive and statistically significant relation was determined between the external image and organizational citizenship perceived with the organizational identification. The organizational citizenship behavior was examined within five dimensions as altruism, sportsmanship, conscience, civility and civil virtue and a positive and significant relation was determined between organizational identification and all dimensions. Accordingly, the persons who are identified with the organization in which they work have more supportive behaviors than the persons who don't see themselves equal with the organization.

In a study made by Olkkonen and Lipponen (2006) on the workers in a Research Institute, the impacts of procedural and distributional justice perception dimensions from three sub-dimensions (procedural, distributional, interactional) of the justice perception were examined. As a result, they determined that the procedural and organizational justice perceptions have positive and statistically significant impact on the organizational identification.

In the study made by Wegge et al. (2006) on the workers of two different call centers' workers, the impact of organizational identification on leaving job and job satisfaction were examined. According to this study, it was determined that the persons with high organizational identification levels have less intention to leave job. According to the other study, it was found that the workers with higher organizational identification levels have higher job satisfaction levels.

In the research made by Iscan (2006) on enterprises which are the members of Kobinet in Erzurum, the impact of transformationist and interactionist leadership on the organizational identification was examined. It was found that transformationist and interactionist leadership increase the organizational identification. In addition, it was found that the organizational identification perceptions of the female workers are lower than men and the organizational identification levels increase with the titles of workers.

In the studies made by Knippenberg, Dick and Tavares (2007) in Germany on a big regional bank and the teachers working in public schools, impact of the organizational identification on leaving job in public and private sectors was examined. As result of the study, it was determined that the organizational identification was negative and statistically significant impact on leaving job.

Tak and Ciftcioglu (2009) examined the relation between perceived organizational prestige, organizational identification and organizational commitment in their research made on white-collar personnel working in 15 production enterprises among the biggest 250 companies due to Bursa Chamber of Industry. No significant and direct relation was found between perceived organizational prestige and organizational identification as result of the research. However, it was found that there is interaction between organizational prestige and organizational identification in case that job satisfaction and organizational commitment have partial and intermediary role.

The purpose in study made by Oliver (2010) in the academic year 2008-2009 on the teachers selected randomly is to examine the teachers' organizational identification levels according to perceived organizational support, gender and title variables. Pearson Moments Multiplication Correlation Coefficient, Basic Regression Analyses, t-test and variance analysis were used for

analyzing the data. The analysis results show that there is a positive and medium degree relation between the organizational identification and the perceived organizational support. In addition, it was concluded that the teachers with 16-20 years of service length have higher organizational identification level than the other teachers. In the research, it was revealed that the organizational identification levels of teachers do not change according to gender.

Tumer (2010) made his research by filling survey forms in 16 of 19 air passenger transportation and land service enterprises working in Ankara Esenboga Airport. The purpose of this work is to determine the workers' perception on organizational justice, their organizational identification levels and the relation between their perception on organizational justice and organizational identification levels. As result of the correlation analysis, it was determined that there is a strong and positive relation between the organizational identification and the perceptions on the distribution justice, procedure justice and interaction justice which characterizes the organizational justice.

In a research made by Kaplan (2013) on the worker personnel in an international and national leader company, it was targeted to reveal the impact of corporate social responsibility perceptions on the organizational identification. The findings of research revealed that the organizational social responsibility has significant and positive impact on the organizational identification through its sub-dimensions such as economy, ethics and philantrophy. After al, it was found that the legal responsibility perceptions do not have a significant impact on the organizational identification.

In the studies of Cetinkaya and Cimenci (2014), in which they examined the relation between the workers's organizational justice and organizational citizenship behaviours and the intermediary role of the organizational identification in this relation, it was concluded that the organizational identification has intermediary role in the relation between procedure justice and interaction justice dimensions of organizational justice perception and altruism, kindness and gentlemanship dimensions of organizational citizenship behavior. Efficient applications in procedure and interaction justice effect the organizational identification in positive way. It was determined that there are significant relations between organizational justice perception and organizational identification, organizational justice perception and organizational citizenship behavior and the organizational identification and organizational citizenship behavior.

In his study, Ozdemir (2007) targeted to determine the impact of social responsibility perceptions of OPET company's workers on the organizational identification, organizational commitment and job satisfaction levels. According to the result of regression analysis made for determining the impact of social responsibility perceptions of workers on the organizational identification, it was concluded that only economic responsibility dimensions among the corporate social

responsibility dimensions has statistically significant impact on the organizational identification. According to the study, legal, moral and voluntary responsibility perceptions have no impact on the organizational identification. In addition to the economic social responsibility, the external image perceived by the workers also impacts the organizational identification in significant amounts. According to this result, performance of the responsibilities about organization and having an attractive external image are effective in the organizational identification. This situation explaines the success feeling when the workers are a part of a financially strong institution and it is thought that working in a strong and successful company gains social status for them. In addition, it was concluded that there is not a significant relation between the workers' ages and titles and the organizational identification levels.

The main purpose of the study made by Tuzun (2006) on the individuals who are members of public and private capital commercial banks working in Ankara is to determine the relation between the perceived organizational trust, organizational identity and the organizational identification and to show that organizational identity perception leads to organizational identification through organizational trust. In addition, the other purpose of the research is to determine the impact of demographic factors on the workers' organizational trust, identity and identification perceptions. As result of the study, it was found that the perceived organizational identity has no direct impact on the organizational identification and it has indirect impact on the identification through organizational trust. No significant relation was determined between the ages, genders, length of service and organizational identifications of the workers. In addition, it was concluded that the organizational trust perception impact the identification of individuals positively and the obtained results are statistically significant.

In the researches made by Turunc and Celik (2010a) on the workers of small scaled defense industry companies in Ankara, they examined the impact of perceived organizational support and work stress on the organizational identification and work performance. The findings show that the perceived organizational support is in a positive and significant relation with the organizational identification and the work stress significantly reduces the level of organizational identification. In addition, it was found that the organizational identification significantly improves the work performance of workers and the organizational identification has intermediary impact on the perceived organizational support and work performance.

In the study made by Turunc (2010c) on the impacts of decision control and progress control perceptions of the workers in banking sector on the organizational identification and work performance, it was found that the progress control perceptions of the workers impact the workers' organizational identification levels and work performances positively and significantly.

4. THE RESEARCH ON ORGANIZATIONAL IDENTIFICATION IN HUMAN RESOURCES

In this section firstly, material and method are explained. Then research findings and their analysis was shown.

4.1. Material and Method

In the title of material and method object and importance of the research, data collection method, preparation of the surveys, and data analysis method are given.

4.1.1. Object and Importance of the Research

The main purpose of this research is to mention in which ways the organizational identification in human resources are performed in Kahramanmaras textile sector, to determine its lacking aspects and to provide solutions on these lacking aspects.

4.1.2. Data Collection Method

"Survey Method" was used as the data collection method. The survey form made for data collection is consistent of totally 26 questions some of which were prepared in Likert scale. The survey forms were given to the designated enterprises from hand and they were collected in the same way after providing answers without being under the effect of employers.

4.1.3. Preparation of the Surveys

The survey questions were prepared according to the surveys made previously in the same subject and information about the enterprises working in the mentioned provinces were collected.

4.1.4. Data Analysis Method

The data obtained from the survey forms evaluated in the research were evaluated with SPSS Program for Windows and the answers obtained from the questions were collected in a table to make interpretation and presentation.

4.2. Research Findings and Their Analysis

4.2.1. Reliability Coefficients and Frequency Analysis

In this section, the findings obtained by analyzing the data obtained from the applied surveys are given.

N of Cases	Alpha
70	0,8939

The survey was made with 70 people and the scale is highly reliable as our $0,80 \leq \alpha \leq 1,00$ alpha value is 0,8939.

	Frequency	Percent
Female	11	15,7
Male	59	84,3
Total	70	100,0

11 women (15.7%) and 59 male (84,3%) participated in the survey.

	Frequency	Percent
Between age 25-35	47	67,1
Between age 36-45	16	22,9
Between age 46-55	4	5,7
Older than 55	3	4,3
Total	70	100,0

47 (67,1%) of 70 answerers were between ages 25-35, 16 (22,9%) were between ages 36-45, 4 (5,7%) were between ages 46-55 and 3 (4,3%) were older than 55.

	Frequency	Percent
Single	13	18,6
Married	56	80,0
Divorced	1	1,4
Total	70	100,0

13 (18,6%) of 70 answerers were single, 56 (80%) were married and 1 (1,4%) was divorced.

	Frequency	Percent
Management	27	38,6
Accounting	8	11,4
Public Relations	3	4,3
Sales & Marketing	24	34,3
Research & Development	8	11,4
Total	70	100,0

27 (38,6%) of 70 answerers worked in management department, 8 (11,4%) in accounting department, 3 (4,3%) in public relation, 24 (34,3%) in sales and marketing and 8 (11,4%) in development and research department.

	Frequency	Percent
1.0 Less than ... TRY	22	31,4
Between 1.000 TRY – 1.500 TRY	32	45,7
Between 1.501 TRY – 2.000 TRY	10	14,3
More than 2.000 TRY	6	8,6
Total	70	100,0

22 (31,4%) of 70 answerers earned less than 1.000 TRY, 32 (45,7%) earned between 1.000 - 1.500 TRY, 10 (14,3%) earned between 1.501 - 2.000 TRY and 6 (8,6%) earned more than 2.000 TRY.

	Frequency	Percent
Primary education	22	31,4
Secondary school	21	30,0
Associate's Degree	11	15,7
License	11	15,7
Upper graduate	5	7,2
Total	70,0	100,0

22 (31,4%) of 70 answerers were graduated from primary school, 21 (30,0%) from secondary school, 11 (15,7%) had associate's degree, 11 (15,7%) had license and 5 (7,2%) had upper graduate degree.

	Frequency	Percent
Less than 1 year	9	12,9
Between 1-5 years	34	48,5
Between 6-10 years	11	15,7
More than 10 years	16	22,9
Total	70	100,0

9 (12,9%) of 70 answerers work in the enterprise for less than 1 year, 34 (48,5%) between 1-5 years, 11 (15,7%) between 6-10 years and 16 (22,9%) more than 10 years.

	Frequency	Percent
Senior Manager	5	7,1
Middle Level Manager	9	12,9
Lower Level Manager	20	28,6
Worker	36	51,4
Total	70	100,0

5 (7,1%) of 70 answerers work as senior managers, 9 (12,9%) as medium level managers, 20 (15,7%) lower level managers and 36 (51,4%) as workers.

	Mean	Standard Deviation
Gender	1,84	0,367
Age	1,47	0,793
Marital status	1,83	0,416
Department	2,69	1,547
Income	2,00	0,901
Education status	2,37	1,276
Length of service	2,49	0,989
Position within the institution	3,24	0,939
The workers prefer to work in this enterprise instead of working in other enterprises.	3,53	1,176
The workers of this enterprise are proud of being in this enterprise.	3,67	1,003
I think that this enterprise has distinguishing diversity from the other enterprises.	3,64	1,077
This enterprise is more than a place where the workers work.	3,26	1,086
The people working in the other enterprises see this enterprise as the sample of excellence in sector.	3,39	1,266
When I compare it with the other enterprises, this enterprise is the sample of excellence in the sector.	3,74	1,045
There are a lot of things attracting me to this enterprise.	3,66	1,102
I am proud of the achievements of this enterprise.	4,09	0,944
When I talk about my enterprise, I use 'we' instead of 'they'.	3,63	1,342
I am proud of saying that I work in this enterprise.	4,10	1,009
My enterprise's success is my success.	4,04	0,984
I feel like the owner of the enterprise.	3,67	1,316
When someone praises my enterprise, I get it as a personal compliment.	3,87	1,102
If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise.	3,34	1,423
When someone criticize my enterprise, I begin to defend it.	3,79	1,190
When I started working here, my personal values and my enterprises values were very similar.	3,66	1,141
My loyalty to this enterprise is based on the similarity of my and my enterprise's values.	3,63	0,935
The reason why I preferred this enterprise to the other enterprise is that the value judgements of this enterprise are fixed.	3,76	1,197

4.2.2. Testing of Hypotheses

H_{11} = There is a positive relation between 'marital status' and 'there are a lot of things attracting me to this enterprise'. Hypothesis is accepted.

H_{12} = There is a positive relation between 'marital status' and 'I am proud of the achievements of this enterprise'. Hypothesis is accepted.

H_{13} = There is a positive relation between 'marital status' and 'I am proud of saying that I work in this enterprise'. Hypothesis is accepted.

H_{14} = There is a positive relation between 'marital status' and 'If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise'. Hypothesis is accepted.

H_{15} = There is a positive relation between 'marital status' and 'When someone criticize my enterprise, I begin to defense it'. Hypothesis is accepted.

H_{16} = There is a positive relation between 'marital status' and 'When I started working here, my personal values and my enterprises values were very similar'. Hypothesis is accepted.

H_{21} = There is a positive relation between 'department' and 'If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise'. Hypothesis is rejected.

H_{31} = There is a positive relation between 'income' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. Hypothesis is accepted.

H_{32} = There is a positive relation between 'income' and 'The workers of this enterprise are proud of being in this enterprise'. Hypothesis is accepted.

H_{41} = There is a positive relation between 'education status' and 'My enterprise's success is my success'. Hypothesis is rejected.

H_{42} = There is a positive relation between 'education status' and 'When someone criticize my enterprise, I begin to defense it'. Hypothesis is rejected.

H_{51} = There is a positive relation between 'the length of service' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. Hypothesis is accepted.

H_{52} = There is a positive relation between 'length of service' and 'The workers of this enterprise are proud of being in this enterprise'. Hypothesis is accepted.

H_{53} = There is a positive relation between 'length of service' and 'I think that this enterprise has distinguishing diversity from the other enterprises'. Hypothesis is accepted.

H_{54} = There is a positive relation between 'length of service' and 'This enterprise is more than a place where the workers work'. Hypothesis is accepted.

H_{55} = There is a positive relation between 'length of service' and 'The people working in the other enterprises see this enterprise as the sample of excellence in sector'. Hypothesis is accepted.

H_{56} = There is a positive relation between 'length of service' and 'When I compare it with the other enterprises, this enterprise is the sample of excellence in the sector'. Hypothesis is accepted.

H_{57} = There is a positive relation between 'length of service' and 'There are a lot of things attracting me to this enterprise'. Hypothesis is accepted.

H_{58} = There is a positive relation between 'length of service' and 'I am proud of saying that I work in this enterprise'. Hypothesis is accepted.

H_{59} = There is a positive relation between 'length of service' and 'My enterprise's success is my success'. Hypothesis is accepted.

H_{510} = There is a positive relation between 'length of service' and 'I feel like the owner of the enterprise'. Hypothesis is accepted.

H_{511} = There is a positive relation between 'length of service' and 'When someone praises my enterprise, I get it as a personal compliment'. Hypothesis is accepted.

H_{512} = There is a positive relation between 'length of service' and 'When someone criticize my enterprise, I begin to defense it'. Hypothesis is accepted.

H_{513} = There is a positive relation between 'length of service' and 'When I started working here, my personal values and my enterprises values were very similar'. Hypothesis is accepted.

H_{514} = There is a positive relation between 'length of service' and 'My loyalty to this enterprise is based on the similarity of my and my enterprise's values'. Hypothesis is accepted.

H_{515} = There is a positive relation between 'length of service' and 'The reason why I preferred this enterprise to the other enterprise is that the value judgements of this enterprise are fixed'. Hypothesis is accepted.

H_{61} = There is a positive relation between 'the position in enterprise' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. Hypothesis is rejected.

H_{62} = There is a positive relation between 'the position in enterprise' and 'My enterprise's success is my success'. Hypothesis is accepted.

H_{63} = There is a positive relation between 'the position in the enterprise' and 'When someone criticize my enterprise, I begin to defense it'. Hypothesis is accepted.

4.2.3. Analysis of Correlations

	There are a lot of things attracting me to this enterprise.	I am proud of the achievements of this enterprise.	I am proud of saying that I work in this enterprise.
Marital status Pearson Correlation	+ 0,281	+ 0,370	+ 0,318

There is a positive relation between 'marital status' and 'there are a lot of things attracting me to this enterprise'. (r = + 0,281) There is a positive relation between 'marital status' and 'I am proud of the achievements of this enterprise'. (r = + 0,370) There is a positive relation between 'marital status' and 'I am proud of saying that I work in this enterprise'. (r = + 0,318).

	If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise.	When someone criticize my enterprise, I begin to defend it.	When I started working here, my personal values and my enterprises values were very similar.
Marital status Pearson Correlation	+ 0,297	+ 0,305	+ 0,241

There is a positive relation between 'marital status' and 'If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise'. (r = + 0,297) There is a positive relation between 'marital status' and 'When someone criticize my enterprise, I begin to defense it'. (r = + 0,305) There is a positive relation between 'marital status' and 'When I started working here, my personal values and my enterprises values were very similar'. (r = + 0,241)

	If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise.
Department Pearson Correlation	- 0,273

There is a reverse directional relation between 'department' and 'If the values of my enterprise are different than my values, I feel like I don't belong to my enterprise'. (r = -0,273)

	The workers prefer to work in this enterprise instead of working in other enterprises.	The workers of this enterprise are proud of being in this enterprise.
Income Pearson Correlation	+ 0,301	+ 0,241

There is a positive relation between 'income' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. (r = + 0,301) There is a positive relation between 'income' and 'The workers of this enterprise are proud of being in this enterprise'. (r = + 0,241)

	My enterprise's success is my success.	When someone criticize my enterprise, I begin to defend it.
Education status Pearson Correlation	- 0,301	- 0,300

There is a reverse directional relation between 'education status' and 'My enterprise's success is my success'. (r = -0,301) There is a reverse directional relation between 'education status' and 'When someone criticize my enterprise, I begin to defense it'. (r = -0,300)

	The workers prefer to work in this enterprise instead of working in other enterprises.	The workers of this enterprise are proud of being in this enterprise.	I think that this enterprise has distinguishing diversity from the other enterprises.
Lenght of service Pearson Correlation	+ 0,499	+ 0,485	+ 0,519

There is a positive relation between 'the length of service' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. (r = + 0,499) There is a positive relation between 'length of service' and 'The workers of this enterprise are proud of being in this enterprise'. (r = + 0,485) There is a positive relation between 'length of service' and 'I think that this enterprise has distinguishing diversity from the other enterprises'. (r = + 0,519)

	This enterprise is more than a place where the workers work.	The people working in the other enterprises see this enterprise as the sample of excellence in sector.	When I compare it with the other enterprises, this enterprise is the sample of excellence in the sector.
Lenght of service Pearson Correlation	+ 0,381	+ 0,404	+ 0,417

There is a positive relation between 'length of service' and 'This enterprise is more than a place where the workers work'. (r = + 0,381) There is a positive relation between 'length of service' and 'The people working in the other enterprises see this enterprise as the sample of excellence in sector'. (r = + 0,404) There is a positive relation between 'length of service' and 'When I compare it with the other enterprises, this enterprise is the sample of excellence in the sector'. (r = + 0,417)

	There are a lot of things attracting me to this enterprise.	I am proud of saying that I work in this enterprise.	My enterprise's success is my success.
Lenght of service Pearson Correlation	+ 0,448	+ 0,372	+ 0,291

There is a positive relation between 'length of service' and 'There are a lot of things attracting me to this enterprise'. (r = + 0,448) There is a positive relation between 'length of service' and 'I am

proud of saying that I work in this enterprise'. (r = + 0,372) There is a positive relation between 'length of service' and 'My enterprise's success is my success'. (r = + 0,291)

	I feel like the owner of the enterprise.	When someone praises my enterprise, I get it as a personal compliment.	When someone criticize my enterprise, I begin to defend it.
Lenght of service Pearson Correlation	+ 0,236	+ 0,430	+ 0,410

There is a positive relation between 'length of service' and 'I feel like the owner of the enterprise'. (r = + 0,236) There is a positive relation between 'length of service' and 'When someone praises my enterprise, I get it as a personal compliment'. (r = + 0,430) There is a positive relation between 'marital status' and 'When someone criticize my enterprise, I begin to defence it'. (r = + 0,410)

	When I started working here, my personal values and my enterprises values were very similar.	My loyalty to this enterprise is based on the similarity of my and my enterprise's values.	The reason why I preferred this enterprise to the other enterprise is that the value judgements of this enterprise are fixed.
Lenght of service Pearson Correlation	+ 0,420	+ 0,433	+ 0,358

There is a positive relation between 'length of service' and 'When I started working here, my personal values and my enterprises values were very similar'. (r = + 0,420) There is a positive relation between 'length of service' and 'My loyalty to this enterprise is based on the similarity of my and my enterprise's values'. (r = + 0,433) There is a positive relation between 'length of service' and 'The reason why I preferred this enterprise to the other enterprise is that the value judgements of this enterprise are fixed'. (r = + 0,358)

	The workers prefer to work in this enterprise instead of working in other enterprises.	My enterprise's success is my success.	When someone criticize my enterprise, I begin to defend it.
Position Pearson Correlation	- 0,262	+ 0,286	+ 0,242

There is a positive relation between 'position' and 'The workers prefer to work in this enterprise instead of working in other enterprises'. (r = - 0,262) There is a positive relation between

'position' and 'My enterprise's success is my success'. (r = + 0,286) There is a positive relation between 'position' and 'When someone criticize my enterprise, I begin to defense it'. (r = + 0,242)

5. CONCLUSION AND SUGGESTIONS

It is very important to perceive the relation between worker and organization. The future of organisations is significantly impacted from the workers' sense of belonging to the organization and development of strategies to be identified more with the organisations. Today, the organizations want to work with identified workers in order to achieve their long term targets. Its reason is that they can only achieve their long term targets in this way by employing minimum personnel for overcoming efficiency-productivity problem.

The main purpose of this study is to explain the topic of organizational identification in human resources. Firstly, the previous work in this area has been included. In this sense, the following are in the foreground; "The more length of service the persons have in the organization, the more organizational identification they have. There is a general positive relation between title and the organizational identification (Hall et al., 1970; Huggins, 1998; Iscan, 2006; Ozdemir, 2010). In the literature, there are also studies showing that there is not a significant relation between organizational identification and title (Ozdemir, 2007). The studies examining the impact of gender on the organizational identification generally show that the organizational identification levels of men are higher than women (Huggins, 1998; Iscan, 2006). In the literature, there are also studies showing that the relation of gender with the organizational identification is not statistically significant (Tüzün, 2006).

The empirical dimension carries the head of the research on organizational identification in human resources. Under this title, the researches made in Kahramanmaraş city textile enterprises and the findings were analyzed. As result of the studies, it was determined that the organizational identification impacts the leaving intent negatively and significantly (Lee, 1971; Huggins, 1998; Wegge, 2006; Knippenberg, 2007); work performance (Turunc and Celik, 2010a) and job satisfaction positively and significantly (Lee, 1971; Mael and Ashforh, 1992, Wegge, 2006). Organizational citizenship behavior is one of the most important results of the organizational identification. The reason is that the persons having strong organizational identification levels have strong personal feelings against their organisations. In the literature, there are studies which reveal that the organizational identification has positive impact on five separate dimensions of the organizational citizenship (Karabey, 2005; Tokgoz and Seymen, 2013).

As result of the researches, it was determined that there is positive relation between organizational justice and organizational identification (Basar, 2011). Some researchers considered the organizational justice as an importance determiner of the organizational

identification. Tumer (2010) determined that distribution, procedure and interaction, which are the three dimensions of the organizational justice, have positive and strong relation with the organizational identification. Olkkonen and Lipponen (2006) concluded that distribution and procedure justice have positive relation with the organizational identification. Cuce (2012) concluded that progress and interpersonal justice dimensions have positive relation with the organizational identification and distribution and informational justice dimensions do not have significant relation with the organizational identification. A positive and statistically significant relation was determined between the external image and perceived organizational identification (Siegel and Sisaye, 1997; Karabey, 2005). In this relation, performance of the responsibilities about organization and having an attractive external image are effective in the organizational identification. This situation explains the success feeling when the workers are a part of a financially strong institution and it is thought that working in a strong and successful company gains social status for them (Ozdemir, 2007).

It was also concluded that the organizational identification does not have a significant relation with the organizational prestige, however it may have relation with the organizational identification in case that job satisfaction and organizational loyalty have intermediary role (Tak and Ciftcioglu, 2009). In addition, as result of the research, it was revealed that the organizational identification has positive relation with organizational trust (Tuzun, 2006; Tokgoz and Seymen, 2013), communication (Mael and Ahforth, 1992) and organizational support (Turunc and Celik, 2010b); and negative and statistically significant relation with job stress (Turunc and Celik, 2010c) and personnel circulation rate (Lee, 1971). Some studies in the literature concluded that the organizational identification has intermediary role between job satisfaction and organizational commitment (He and Mukherjee, 2003); organizational trust and organizational citizenship behaviors (Tokgoz and Seymen, 2013); perceived organizational support and job performance (Turunc and Celik, 2010a); and organizational justice and job satisfaction (Basar, 2011).

Any management that seeks organizational identification must show the necessary importance to human resources. Motivation and job satisfaction should not be neglected here. Increasing the efficiency and effectiveness of an occupation is achieved by motivating the work by increasing the pleasure of it (Şimşek, Çelik and Akgemci, 2008: 217). A motivated workforce increases to the extent of achieving organizational goals, and as a result, firm success can also increase.

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