

Write up – college essay



**ASSIGN
BUSTER**

1) Discuss the social identity issues present in the case Social Identity theory basically is a theory that explains self-concept (what a person thinks about themselves and how they analyze themselves) to be a combination of personal identity – their unique characteristics and social identity – their membership in different social groups. There are numerous Social Identity issues in the case. Firstly, Catherine’s father is an accountant which is one of the factors that she chooses to be an accountant as well.

Another identity is that she is studying and graduating from Flagship University while getting good grades and being involved in “ highly regarded” student clubs. Individuals tend to identify with groups that have high status since it enables them to have higher self-enhancement (the view of being successful, competent and valued). LJI is another big social identity for Catherine. The prestigious reputation coupled with elegant offices allows her to leverage the Company as an identity for herself. Catherine’s social identity is also shaped by the professional appearance of other employees in the office.

Her involvement in baseball, soccer and picnics with the Company further solidifies this identity. She also joins AICPA and other professional organizations in order to be associated with individuals similar to her. Her social identity is further enhanced when people in these professional organizations are impressed by the fact that she works for LJI. This identity of an accountant is very important to her. 2) What indicated Catherine’s positive evaluation of the groups described in Part 1 of the case? How did her evaluations foster her social identity?

There are numerous references of Catherine finding LJI to be a perfect match. She mentions “ I like the way this place feels and I would love to come work here every day”, as well as “ I loved it there and I just know I’m a good fit” during the interview period. She further believes the firm to have a high “ ethical standard”, that is complementing her view of herself and she also rejects another Company’s offer saying that “ There couldn’t be a better choice for me! ” Further Catherine liked the fact that the employees at LJI were friendly but professional.

These interactions reinforced the image of prestige regarding LJI that Catherine held. Additionally the positive ethical image that the Company had appealed to her as well. Since she would want to associate herself with successful and ethical group, she chose LJI. 3) In the context of social learning theory, discuss how Catherin learned about appropriate behaviors at Lippert-Johanson? It is mentioned that Catherine is a keen observer and through this ability she notices a lot of things about the Company. Catherine learned about the behaviors at LJI while on a tour of the office before her interview.

She observed how everyone was dressed up and formal while the environment was quiet and focused on work. During the interview Catherine was inspired from Sandra Jacobs who according to Catherine was the picture of a professional woman. This encouraged her to be similar to the professional image of the organization. Catherine was also involved welcomed into the employee groups during lunch which enabled her to understand the atmosphere and culture within the Company. This influence coupled with her participation in the baseball, soccer games and company

picnics further allowed her to develop a social identity related to the Company.) Compare and contrast Fenway Waste Management and Lippert-Johanson. Focus on formality, process and procedures Fenway waste management was a much smaller company compared to LJI. While LJI had an employee handbook which documented the code of conduct and dress code (professional) as opposed a very informal environment at Fenway. She wore comparatively professional dresses when compared to her coworkers. Further while LJI had an “ elegant” office in NYC, Fenway was a small office with old furniture and grease (due to workers).

In LJI, Catherine had a clear role perception that she was able to act upon and be motivated by. This had led to her being a reputed and well recognized member of the LJI team. However in Fenway, she did not have a clear understanding of what was expected of her since most managers in the Company “ wore various different hats” to complete the work. 5) What was Catherin’s reaction after joining Fenway Waste Management and why was her level of social identification different from that at Lippert-Johanson? Catherine feels out of place at Fenway waste management.

She finds certain things in the office confusing and outside her comfort zone such as the paper stating “ clean up after yourself! ” A lack of role perception where she is doing work not related to her expertise, further enhances her discomfort. The culture at Fenway is very different from that at LJI. She perceives herself to be a professional individual with a high work ethic & wants to work with a successful and well known organization. Fenway is an exact opposite of her social identity due to their comparative lack of professionalism and old office.

She is even apprehensive of having business meetings in the office due to old furnishings in the office. While Catherine has high uncertainty avoidance, the culture at Fenway is one of low uncertainty avoidance. Her self-image is contradicted by the Company's image and hence her level of social identification with Fenway is very low. 6) What were some of the norms and values present at Lippert-Johanson? How did Catherine learn about them? One of the main reasons Catherine joins LJI is their ethical standards.

During her interview with Sandra Jacobs, it is very clearly explained to her that the Company aims to have the highest ethical standards. Catherine's value system is set up to have ethics as one of the most important factors for her. The Company also had very specific expectations for employee performance and had a structured incentive package that included continuing professional education for employees. Further to this, there were guidelines for code of conduct and dress codes to be maintained in the office. All this was presented in a clear format through the employee handbook.