

Determinant of the corporate identity



Organization identity separates an organization and thus making it unique with the qualities of carrying out its functions in the way that align with the organization strategy. Corporate identity is a vital tool for organization to carry out its effective competition among rivals; it thus makes the organization stands out from others. The image set up by the organization is a veritable tool for making stakeholders and those the organization do business with to stand out for it.

According to Balmer & Wilson (1998), “ the main objective of corporate management identity is to secure a competitive advantage for an individual organization”. Thus, this has made many organization determined in creating a good image and corporate identity for the public. Corporate identity includes those identified element or variables that make up an organization. This includes the organization’s corporate culture, its strategies, its logo, brand name, the goodwill set up by the organization its level of social responsibility to the immediate environment in which it operates.

In addition, the relationship between the organization and its personnel determines its corporate identity. According to Albert & Whetten (1985), cited in Balmer & Wilson (1998), defined corporate identity in terms of those elements within the organization that are central (the essence of the organization), enduring (a degree of sameness over time), and distinctive (distinguishes the organization from others).

Thus, the question arising from this has to do with how the organization’s personnel relate with the organization in terms of its organizational behavior, and to what extend this is carried out. While it is defined by Markwick and Fill (1997: 397), cited in Berrone et al (2005), as the “ articulation of what the

organization is, what it does and how it does it, and is linked to the way an organization goes about its business and the strategies it adopts”.

Organizational culture and its corporate identity reflect how an organization would carry out its strategic planning. Moreover, this goes a long way in determining how the organization will effectively operate to meet its set objectives. The determinants of corporate identity are mainly associated with the corporate objectives and its mission statement. The activities of an organization are mostly structured around the corporate objectives and long-term goals. Thus, all the organization is to make sure that it can easily and effectively attain its corporate objectives and goals.

Here, the organization strive to make an image of itself in order to gain public attraction and relationship in a way that would make it operate well and compete effectively in carving a niche for itself. The survival of the business organization is a paramount factor which management of the organization wants to keep and preserve, thus it is through the achievement of the organization's objectives and long-term goals that the survival of the organization can be attained. Thus, the organization corporate identity is structured around the attainment of these objectives and long-term goals.

For instance, an organization that has the objective or long-term goal to increase the number of consumer of its products, the strategic plans of the organization would be how to bring about an effective Customer Relationship Management. Thus, this can be obtained through branding its products to attract new buyers and improving on the quality of the product. In addition, effective public and relation promotional activities should be conducted to create a good impression and image of the organization to the public.

The above illustration goes to show the significant role an organization's drive to achieve its objectives and goals plays in its corporate identity formation. Furthermore, ethical consideration is a major factor that determines how an organization builds up its corporate identity. Ethics are those guiding principles and morals in a business line of operation. In order for an organization maintain those ethics set up in the industry where it operates, it then tend to build up its corporate identity in line with what is perceived as good conduct and practice.

Ethics are good business investment because it generates positive externalities like trust and commitment with relevant stakeholders, which in turn assure long-term performance (Hosmer, 1994; Jones, 1995). Government regulation on business in contemporary times this goes a long way in influencing how an organization builds up its corporate identity. According to Ulijn et al (2000), " a global economy requires that business organizations to cultivate their international holdings by respecting the national differences of their host countries and coordinating efforts for rapid innovations".

Thus, in bid of respecting the regulations set out by government in the country of operation, an organization tends to build up its corporate identity to reflect and take acknowledgement of this. Government regulation on business have pose many challenges on business organization in recent times, thus in other to satisfy the organization stakeholders the organization tends to build up its corporate identity via its organization culture and strategic plans.