The School of Psychology invites you to a Special Seminar with

**Dr. Noga Sverdlik**
Department of Education and Psychology
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Interdisciplinary Center (IDC) Herzliya

**On:**
“Organizational identification in organizational change: The roles of personal values and type of change”

Tuesday, April 17th 2012, 10:30 a.m.
Faculty Club, IDC Herzliya Campus

In our research we adopt an interactionist perspective and demonstrate the joint role of personal values and change context in explaining individuals’ identification with their organization. We build on uncertainty reduction theories and the literature on person-organization fit to suggest that individuals’ identification with their organization will be stronger when their values match the manner in which their organization implements change. Specifically, we argue that in the context of organizational change, employees’ identification with their organization is a function of their conservation and openness to change values together with the extent to which the organizational change is voluntary versus imposed. We further argue that when change is imposed, anxiety moderates the relationships between values and identification. We show anxiety to be positively related to organizational identification among those who emphasize conservation and negatively related to organizational identification among those who emphasize openness. In a longitudinal field study in the context of an imposed change, and a laboratory study in the context of changes in a university’s teaching methods we find support for the interaction between values and type of change in predicting identifications. In yet another study, we demonstrate the role of anxiety in the organizational identification process during imposed change.

You are invited!