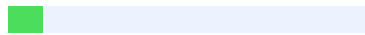




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Distruption: Preventing Business Death with Organizational Culture and Engaging Artificial
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I. Introduction If properly managed in personal and organizational life, identity is the most significant, engaging, and significant concept. Organizational Identity (OI) is a property of an organization that, in the minds of its members, is the core of the organization's character or "self-image" that distinguishes it from other similar organizations and is perceived to be stable over time [1], [4]. OI serves two purposes as a term: 1) Scientists use it to identify and describe specific organizational characteristics; and 2) organizations use it to describe aspects of themselves (identity as a selfreflection query) [2]. OI is a topic of great interest in research because it simply resonates with people within organizations [20]; reverberate when we investigate organizations. In its original form, OI was made up of a sequence of claims about central, distinguishing, and enduring features [2],[34]. These characteristics influence how people define and identify in an organization [31]. Based on [51] asserts that the "concept of organizational identity" is experiencing an identity crisis, whereas [38] contends that identity as a "explanatory concept" is frequently overused and underspecified. Understanding this issue has prompted numerous attempts to redefine it, such as a member of an organization's perspective on what they believe about themselves [44]. For OI to be effective, it must focus on the concept of "self-referential meaning," which is defined as "the entity's endeavor to describe itself [13]. Division of OI, uncertainty, and division are all affected. Final conclusion: by enhancing the OI concept, [51] contends that an organization's concept of openness, inclusion, and inclusion of all members is a central and enduring attribute that distinguishes it from other organizations and is reflected in an exclusive pattern with binding commitments. As a result, ARTICLE INFO ABSTRACT

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Organizational Identity (OI) as part of organizational culture refers to Organizational Change in organizational characteristics which in the eyes of its members are the center of the organization's character or "self-image". These characteristics distinguish the organization from other organizations of similar nature, and are seen as having continuity, especially towards the current era of disruption. The concept of organizational identity (OI) is of great interest to researchers for the simple reason that OI fits well with those who work in organizations. In the context of dynamic organizational transition in the era of disruption with artificial intelligence, OI has a very strong relationship. This study aims to conduct a systematic literature review on anthropomorphized organizational identity to offer new and important insights into how organizations engage organizational members to think, feel, and behave; unique organizational character, and the target of anthropomorphism will have a very significant impact, especially with the presence of artificial intelligence. Researchers are able to carry out in-depth analysis and arrive at definite results because the data is obtained from academic publications and books containing references to organizational identity and organizational culture in the era of disruption. Copyright © 2017 International Journal of Artificial Intelligence Research. All rights reserved. Keywords: Organizational Identity Organizational Culture Organizational Change Anthropomorphism Artificial Intelligence Era Disruption.

International Journal Of Artificial Intelligence Research ISSN: 2579-7298 Vol 6, No 1, June 2022 Primadona et.al (The Ghost of Disruption: Preventing Business Death.) the organization influences its members' motivations and views on the organization. An organization's members operate as agents of the organization by focusing on what they can do collectively [40],[24]. Article [30] found in recent decades that the phenomena of how organizations evolve themselves while undergoing change is exceedingly complicated and dynamic. In the complexity of change, "the heart of what the organization believes about itself and how it operates" [12] is a very exponential direction. Change is viewed as a

constant feature of organizational life, which frequently necessitates managers examining what OI is and how it works to ensure their members maintain a sense of engagement with the organization during times of difficulty, uncertainty, and changing work practices [1]. According to [35], when organizational change is required to survive, OI has the ability to elicit emotions and cause feelings of loss and uncertainty. According to the study's findings, the failure of organizational transformation is caused by a lack of integration between the organization and its members [45]. These failures have a wide-ranging impact, resulting in both financial and non-financial losses for the organization, its members, stakeholders, and the larger community [28]. The essence of an organization is its identity, which serves as a source of stability, definition, and activity for its members [2]. The "top-down" and "bottom-up" processes of organizational anthropomorphism are included in a theoretical model developed by [5]. To project a positive organizational image, the "top-down" approach (speaking, showing, and staging) requires the communication of organizational agents. It is said that anthropomorphism provides new and vital insights into how organizations engage their members to think, feel, and act; distinctive organizational character, and the target of anthropomorphism will have a significant impact. As a result, anthropomorphism is applicable in a variety of managerial disciplines. As a result, OI must be anthropomorphized in order for the organization to encourage members to act and speak on its behalf [33]. OI refers to the aforementioned organizational characteristics that are deemed central, distinct, and long-lasting. One of the most appealing aspects of the OI model is its emphasis on developing a strong sense of identity for the company. Members and stakeholders must have a sense of collective self-identity in order to interact and engage coherently with the organization [37]. According to Gioia, Patvardhan, Hamilton, and Corley, all "social actors" must consider themselves to have a sense of "self," define core values, and act according to deeply established ideas about "who we are and what we can become" (2013). "What are we?" "What do we want?" can be answered by the organization's members with a communal and cognitive declaration of identity." The relevance of OI anthropomorphization in enterprises

necessitates organizations to be more attentive in their search for values that might contribute to competitive advantage. Furthermore, [11] literature analysis on the Organizational Ethical Virtue (OEV) scale, which includes six values, such as integrity, empathy, warmth, courage, awareness, and excitement, provides further insight into the importance of these values in the workplace. Ethical character of the organization can be operated by using human personality traits that have been validated as corporate personality traits (anthropomorphization). Accumulated perceptions of corporate behavior in daily business life teach virtue, an ethical character characteristic that can be taught [10]. It is still referred to as "laissezfaire" ethics in business despite the fact that OEV has grown in popularity as a "thing" that complements commercial issue resolution [50]. [10]. As a result of previous research, we now have a comprehensive list of virtues that is applicable in both industry and academia. OI-related discourses are most likely to be observed in conjunction with deep organizational experiences [51].

1 The results of the literature study over the last decade show that the central, distinctive, and enduring attributes serve as organizational identity references for members when they act or speak on behalf of their organizations, and these attributes are most likely to be used in organizational discourse when members are in conflict. To follow up the findings of [5], further research is needed to operationalize these findings to become more empirically meaningful. In empirically testing the findings at the organizational level or top-down based on the Resource-Based Theory Of The Firm-RBV [36] will frame a portrait of an organization that optimizes the relationship between resources (organizational and HR) to achieve comparative and competitive advantages through organizational change process. How

1 do organizations maintain, maintain a given identity statement to meet the challenges of maintaining sustainability?, where individual dynamics in organizations inevitably occur will be a useful line of research. In responding to the commotion

utilizing and understanding the construct of OI to encourage organizational engagement with its organization during times of change; further interesting to investigate more deeply about the correlation of OI, anthropomorphism, and organizational change in the framework of testing antecedent, consequent, as well as mediating and/or moderating. II. Methods This research evaluates the research variables through a literature review. The purpose of this research is to conduct a systematic literature review on the antecedents of organizational identity. For this reason, researchers conducted a systematic review of the journal and book literature pertaining to Organizational Identity and its influencing variables. In this study, the authors conducted the following stages of a literature review: Researchers performed a bibliographic search using terms such as organizational identity, organizational behavior, organizational change, organizational culture, and organizational change, among others; Conduct paper selection based on the relationship between research variables; Conduct a review of the collected papers and draw conclusions based on the conducted literature review. This article provides a theoretical foundation for future research on organizational identity and can help public managers consider how to implement organizational change. An examination of the concept of organizational identity that is anthropomorphized as an organization's effort to survive in the face of ongoing changes and challenges. III. **1 Result and Discussion Demonstrate [17] that an organization's identity reflects the perceptions of its members regarding its character. Agents on the inside recognize that a set of characteristics shapes the organizations to which they belong.** [41] argued that a company's identity is determined by how its aesthetic production has developed a distinct and consistent image. Consequently, it becomes primarily responsible for establishing the desired image of the same business. However, Albert & Whetten's definition is the most frequently cited in the literature [2]. Identity is what members of an organization perceive to be essential, enduring, and distinctive about the organization. In other words, it is provided by internal agents who perceive what is most essential and constitutive for the organization to which they belong. From several theories developed by experts, the study of organizational identity issues is the development of an

understanding of the theory of self [26] and social identity theory [5]. Organizations are metaphorized as individuals or social entities whose identities can grow and develop in line with their interactions with the surrounding environment that are relevant and have significant strategic value. According to [26], self-development is a process of attitude development as a result of the process of social interaction. The individual self's reaction is essentially a process of modifying and codifying behavior due to its response to the experiences experienced by the organization in the context of that social situation.

Organizations not only adjust themselves to the attitudes of other organizations towards themselves, but they also try to influence the attitudes of other organizations. The 5

process of self-modification will occur when the organization understands its interaction experience as a significant, meaningful, and primary concern.

According to social identity theory, organizational individuals tend to identify themselves and other organizations into various social categories, such as membership in a corporate alliance, religious affiliation, orientation to gender issues, organizational age groupings, and the like [5]. This process of classification can function as a tool for organizations to comprehend other organizations, or as a technique for the organization to comprehend itself in its social relationships.

According to [29], social identity is either an evaluative characterization of its social qualities or a collective self. Social identity evolves through the process of learning. This final understanding is then used to explain the phenomenon of organizational identity in particular. The essence of the question to be answered is Inquiries about one's identity: Who are we exactly? What kind of business do we run? What do we aspire to be? 2004 Albert and Whetten To describe the organization's identity, three criteria are used: (1) the criterion of claimed central character, which refers to the essence of the organization; (2) the criterion of claimed

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distinctiveness, which is understood as a factor that distinguishes one organization from

another; and (3) the criterion of claimed temporal continuity, which indicates the organization's degree of similarity over time. Other experts understand organizational identity as similar to organizational self-image, which is defined as organizational characteristics that are central, enduring, and distinctive [22]. Organizational identity develops as a collective understanding of organizational members towards organizational characteristics that are essential, relatively permanent, and differentiate between one organization and another. This collective understanding emerges as an interpretation of the values that develop within the organization and results from a process of social reconstruction as a result of social interaction [26], [15]. Argues [7] that this interaction process can be interpreted as a source capable of bringing about changes that must be responded to strategically. The inability of the organization to behave strategically in the face of change will make the organization have to experience a prolonged crisis, which in turn will have an impact on the identity of the organization. Schematically this understanding can be explained in Figure 1. Figure 1 Identity Development Framework

From Figure 1, it can be concluded that the essence of the change in organizational identity is the result of how the changes are understood and interpreted. It raises a solid awareness to review the essence of identity and whether it still functions effectively in dealing with crises. Furthermore, [26] explain that organizational identity reflects the organization's image, reflects organizational culture, and functions to increase organizational effectiveness in adapting to environmental demands. Calls it corporate reputation, which means it refers to the organization's credibility in the eyes of organizational members and the organization's environment. The current study focused on the first topic suggested by [22]: organizational identity. This domain, according to [22], is the most novel and promising OI perspective as an organizational study construct. Even within this paradigm, though, there is a lot of theoretical groundwork. For example, in a larger social network where the focus organization is seen as a social actor, I might speak to organizational identity [52]. OI, on the other hand, can be viewed as a social construct [13], referring to organizational members' perceptions and assertions regarding their

primary organizational Identity [2],[13]. Finally, an expanding body of work theorizes OI as a story. In accordance with the organizational understanding approach, we adopt a view of OI as socially created [48], [3]. Making sense necessitates the constant development of believable images that justify what individuals do [49], which is compatible with our goal of assessing how larger institutional change is reflected in OI changes. In the meantime, numerous academics [13], [42] have cast doubt on portions of OI's original description (centralization, distinctiveness, and continuity). Continuity is the most controversial element (the dimension of eternity). Due to the reciprocal relationship between identity and image, argue [21], for instance, that identity is less durable than previously believed (how others see the organization and how organizational members believe others see the organization). They suggest that "identity instability is adaptive in fostering organizational transformation in response to external forces" [22]. The concept of OI adaptive instability provides the theoretical foundation for the present study, which investigates how OI varies in response to environmental pressures. Contrary to popular belief, identity transition is more common than previously thought, despite the fact that most people associate it with the most enduring aspects of organizations [22]. Rather than examining how people's identities shift over time, most studies on identity transition, cite [13].

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However, the concept of "identity transformation" has received scant attention.

Organizational renewal and learning can be better understood by looking at the history of OI. As an example, [20] found that strategic university change may be based on the intentional projection of an image. In the view of [20], OI destabilization and OI transformation can better explain important organizational revitalization efforts. To preserve their existing self-concepts, individuals and organizations engage in conservative learning activities (including OI). To achieve desired strategy rejuvenation, senior managers might deconstruct and replace current ideas of identity, according to [20]. It was discovered by

[18] that changes in OI may reflect or cause changes in visual perception. Reputation ratings force top business school students in the United States to reassess their view on the identity of their organizations and choose more favorable traits that will raise OI's overall prominence. Two major explanations for the OI changes were offered in the prior investigation. To begin, OI shifts due to OI's inherent malleability, fluidity, and vulnerability to the influences of externally created images [22], [39]. Second, outdated viewpoints and over-identification with OI may inhibit innovation, the implementation of new initiatives and strategy renewal [32]. Organizational reform will only be possible if OI is improved. A theoretical knowledge of how OI changes is lacking in this research [13]. As part of a grounded theoretical investigation on the OI change process in a spinoff scenario, Corley and Gioia discovered that identity ambiguity is a key component. When members of an organization are unsure of the group's mission and principles, this is known as "identity ambiguity" [13]. Identity ambiguity can be caused by social and temporal differences (Where are we now?), as well as changes in social and cultural contexts. "How are we going to do this?" and recognizing the disparities between our internal and external images (not sure about how others perceive them). Senior managers are compelled to use more concrete identification features when faced with identity ambiguity because it creates a plausible sense of urgency (e.g., branding efforts, desired future image behaviors, and narratives). New identities are evaluated on the basis of this bodily identification. Using [13] OI change process model, we can see how OI transformation occurs in both physical and organizational transformations (spin-off). Mergers, acquisitions, diversification, and the creation of new divisions within an organization have also been studied as examples of identity transitions [19]. [9]. However, there is a dearth of research on how OI might change in context and in response to larger institutional changes. A new identity, the dynamics that occur within the organization, is necessary to develop. This new identity moves and crystallizes toward efforts to build an organizational image with the theme: of respect and dignity. After analyzing it more deeply, it turns out that this theme leads to the growth of a new organizational identity whose strategic structure includes: (1) discipline; (2) integration

of all available resources; (3) building flexibility based on a continuous learning process; which will then lead to (4) self-dignity and respect. This new identity functions as a strategic survival 'self' that appears and develops as a consequence of the organization's adaptation process that is facing an environment that is threatening, full of risk, uncertain and pressing, and full of demands that must be met. When organizations are forced to deal with risks and uncertainties, which make the usual functional mechanisms used by organizations become ineffective and create powerlessness, the organization will develop a conservative strategy that is 'inward looking' oriented as a strategy to keep resources from being wasted through an efficiency process. . This behavior clarifies the meaning of the discipline's theme (behaves) and integrates all resources. This strategy is directed at ensuring the availability of resources in the face of uncertainty. Changes that create disharmony and powerlessness need to be fought with strict discipline in using resources based on a critical understanding of the supply and demand of available organizational resources. By behaving conservatively for a certain period, the organization is essentially trying to build energy and capabilities that can be used to study possible opportunities that can be seized and exploited critically. In this situation, flexibility is developed, and the ability to learn develops. Organizations are starting to obtain rewarding consequences as a consequence of the organization's ability to apply effective learning strategies to understand and take advantage of these changing situations. Consequently, the organization can create a proportionate image in the form of dignity and respect, which becomes the essential capital for developing a more effective and efficient pattern of interaction between the organization and its environment. The result will create a high organizational quality of performance which will then function as a new image of the organization.

the function of behavior and their role in dealing with changing situations. Although recognized as an essential reference in behavior, organizational identity must sometimes be faced with changing environmental conditions that are not always stable. Organizational identity can change and develop in line with changes and the development of new experiences of a strategic nature experienced by the organization. When the environment forces the organization to change, the organization does not necessarily change according to the demands of the changing climate. Still, the organization seeks to harmonize external conditions with its internal requirements by developing self-discipline and integrating relevant resources. The organization only adapts by creating a learning function that creates flexibility in action. This process then continues towards a continuous process of deconstruction and reconstruction of identity so that the meaning of appropriate behavior patterns in the face of change can be concluded. In the process of investigation and reconstruction, organizations are forced to carry out intensive testing of the effectiveness of the function and meaning of their identity, especially compared to the parameters of future existence. This involves a process of dialogue and negotiation with the identity negotiation environment occurring when the organization decides to be open and willing to share information about itself. This openness is intended to build new positioning possibilities in the organization's relationship with its environment. Reformulation and the development of a new identity must inevitably be carried out if negotiations fail.

IV. Conclusion

To remain competitive in the contemporary business environment, businesses must undergo change. Change is possible at both the operational and the strategic levels. Changing a company's identity is uncommon because it requires altering the company's essential ideals, causing discomfort and concern. Occasionally, however, identity adjustments are unavoidable when the current identity impedes strategic or operational changes. As the institutional setting becomes increasingly unstable, the demand for identity transformation will become more pressing. Corporate identity exists in a socioeconomic context, not in a vacuum. Institutions relate to culturally accepted, ingrained, and socially perceived inter-organizational networks' values, norms, and regulations. Anthropomorphizing corporate

identity as an administrative endeavor to guide individuals to act and speak on behalf of the organization is crucial. Organizational change can be unpleasant because it necessitates the sacrifice of old identities, to which organizational members may have strong emotional attachments. Without appropriate backing and legitimacy, it is impossible to implement reforms that have a genuine impact on the larger community. Despite these potential obstacles, identity transformation can be assisted by the perceived necessity and likelihood of change, a sense of crisis, strong leadership, more cultural change, and extensive strategic evaluation. In terms of how OI influences organizational transformation. The researcher identifies identity ambiguity as a key concept in the OI transition process during the spin-off of the company. Identity ambiguity refers to "a widespread perception that there are multiple alternative interpretations of who an organization is, resulting in an unclear or imprecise sense of identity." References [1] Aitken, K., & Von Treuer, K. (2014). Organizational and leadership competencies for successful service integration. *Leadership in Health Services*. [2] Albert, S., & Whetten, D. A. (1985). Organizational Identity. *Research in organizational behavior*. [3] 2 Allard-Poesi, F. (2005). *The paradox of sensemaking in organizational analysis*. *Organization*, 12(2), 169-196. [4] Alvesson, M., & Empson, L. (2008). The construction of organizational identity: Comparative case studies of consulting firms. *Scandinavian journal of management*, 24(1), 1-16. [5] Ashforth, B. E., & Mael, F. (2004). Social identity theory and the organization. *Organizational Identity: A reader*, 134-160.

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