

Organizational Culture

- The shared assumptions, values, beliefs, language, symbols, and meanings systems in an organization (Sarah, 2009).
- Comes from a shared belief system in the workplace
- This theory refers to how a brand is experienced through its employees and consumers
- Is an identity through a shared belief system

Organizational Identity Theory

- Both theories revolve around a sense of belonging in the workplace
- Both theories involve the use of shared assumptions and how they shape us
- Both theories concern how a workplace's environment impacts the employees and consumers
- Addresses how employees' self concepts are shaped by the attachments they make in the workplace (Scott, 2009)
- Refers to socially constructing an identity
- Comes from a socially constructed identity through interactions with others in the workplace.
- Is a behavioral process wherein the identity is constructed through interactions.