



EXAMINING THE INFLUENCE OF CAREER SATISFACTION AND PROFESSIONAL IMAGE ON PROFESSIONAL IDENTIFICATION

Commerce

Pallavi Mahajan Lecturer in Govt. SPMR College of Commerce, Jammu

ABSTRACT

The study attempts to investigate the influence of career satisfaction and professional image on professional identification. The study is based upon the responses obtained from 260 permanent teachers of Jammu University only excluding other employees and employees of other universities. The data were collected through questionnaire based on both primary and secondary data. This study also based on pilot survey for generalization of items which based on 64 respondents. The results reveal that career satisfaction has no significant influence on professional identification whereas professional image significantly predicts professional identification.

KEYWORDS

INTRODUCTION

Professionals will likely to identify with both their profession and their organisation. An individual decides to become a professional long before he or she joins a particular organisation, so professional identification can be expected to develop before organisational identification.

Identification refers to the perception of oneness with or belongingness to a particular human group, such as specific organisation or profession (Ashforth & Mael, 1989). Organisations tend to be concerned with efficiency and profitability, whereas professionals care mainly about providing the highest quality service, almost regardless of the cost or revenue consideration. Early researchers assumed an inherent conflict between professional and organisational commitment (Greene, 1978; March & Simon, 1958/1993; Organ & Greene, 1981; Schein, 1968). An organisational-professional conflict were proposed by Aranya & Ferris (1984); Tuma & Grimes (1981). The ability of the firm to facilitate the individual's professional expectations and strengthen a professional identity will increase an individual's organisational identification.

Professional identity is the extent to which individuals not only define themselves in terms of work they do but also the typical characteristics they assign to others who do the same work (Mael & Ashforth 1992; Mannen & Barely, 1984) and is defined as "the relatively stable and durable collection of attributes, beliefs, values, motives, and experiences in terms of which people define themselves in a professional role". Professional identification includes distinctive characteristics such as bodily attributes, abilities, and psychological traits and a social identity encompassing salient group classification (Ashforth & Mael, 1989) and is defined as a "psychological attachment that occurs when members adopt the defining characteristics of the organisation as defining of themselves" (Dutton et al., 1994).

Professional identity is a multifaceted and forceful equilibrium where the self-image of the professionals is balanced with the variety of roles that they feel they have to play (Volkman & Anderson, 1998). Professional identity is not a stable entity and can't be interpreted as fixed or unitary (Coldron & Smith, 1999). Cooper & Olson (1996) pointed out that professional identity is complex. Moreover, professional identity may consist of many sub-identities that may conflict or align with each other (Mishler, 1999).

The prosperity of an organisation depends upon the efficient and effective performance of its employees. The effectiveness and efficiency in performance depends on various factors like career satisfaction and professional image etc. Thus, the influence of these career satisfaction and professional image on professional identification and organisational identification, which is the subject matter of the proposed study, is of legitimate interest to the employees and the organisation itself.

Review of literature

Lee (1969) analysed variables with organisational identification of professional scientist and explored the relationship between the scientist degree of identification with the organisation and his perceived self-prestige in the organisation and profession. The

research was conducted in a division of the Federal Public Health Service. 385 professional scientific employee were, out of which 170 usable questionnaires were returned.

The relationship between the professional prestige and organisational identification was obtained by studying four professional maturity type variables: education level, degree of identification with profession, degree of professional participation, and professional reputation of the employee.

Scientists with higher organisational prestige have higher organisational identification than those with lower organisational prestige. Professional reputation also revealed a significant correlation with organisational identification.

Those who perceive their professional prestige as high but with low organisational prestige reveal the lowest organisational identification.

Hall & Schneider (1972) examined personal and organisational correlates of organisational identification in two types of organisations. The results were compared with those obtained in the United States Forest Services (Hall et al., 1970). The study hypothesised that organisational identification is positively related to job challenge, self – image perceptions, need importance and satisfaction, and organisational identification is positively related to tenure for priests, but not for research and development professionals. Identification in the priesthood was measured with a three – point scale. In the priest sample, ninety – two priests were interviewed, but only seventy – two respond. The means and standard deviation for tenure and identification in the Church, Research and Development and Forest Service samples were reported. Tenure is positively skewed in both samples, with a greater range in the priesthood. Identification is negatively skewed in both samples.

Jauch & Sekaran (1978) examined the relationship between job satisfaction and employee orientation of professional in small rural hospital. The facets of job satisfaction explored in this study were those indicated by Smith et al., (1969) satisfaction with work, supervision coworkers, pay, and promotion. 21 small rural hospitals in Kansas participated in his study. Questionnaires were sent to all the professionals in these 21 hospitals. Usable responses were obtained from 257 respondents in the 16 hospitals. Factor analysis was used. Factor 1 was termed as professional identification, factor 2 as organisational loyalty and factor 3 as peer loyalty. The Job Description Index was used to measure employee satisfaction with five areas of their job. The scores on these dimensions were summed to provide the overall satisfaction measure. Bi-variate correlation and multiple linear regression analysis were used. Further, F-test was used. This is a positive bi-variate relationship between peer loyalty and coworkers, professional identification and work itself and between organisational loyalty and supervisors. There is no significant correlation between peer loyalty and satisfaction with supervisors. It was found that professional identification is not significant with increased variance in satisfaction with work itself; it is organisational loyalty and not professional identification accounted for more satisfaction with the supervisors; again, it is organisational loyalty and not peer loyalty that is accounted for a significant increase in satisfaction with coworkers;

professional identification and organisational loyalty, which accounts for 6% significant increase in the satisfaction to pay. To conclude, organisational loyalty seems to be the only variable that accounts for significant variance in four of the five district satisfaction dimensions.

Hypothesis and objectives of the study

Present study makes an effort to unearth the impact of career satisfaction and professional image on professional identification and organisational identification.

Hyp 1 : Career satisfaction has no significant influence on professional identification.

Obj 1: To study the impact of career satisfaction on professional identification.

Hyp 2: Professional image has a significant influence on professional identification.

Obj 2: To study the relationship of professional image with professional identification.

Need of the study

The present study is an outcome of the review of related literature pertaining to professional identification and organisational identification; the impact of career satisfaction and professional image on professional identification and organisational identification. Previous studies have examined professional identification and organisational identification; and the impact of career satisfaction and professional image on these dimensions.

Lee (1969) explored the relationship between the scientist's degree of identification with the organisation and his perceived self-prestige in the organisation and profession. Hell et al., (1970) examined the personal factors associated with organisational identification in the US Forest Service. Mael & Ashforth (1992) operationalise the conceptualisation of organisational identification and provide a partial test of the associated model of antecedents and consequences.

Carmeli et al., (2006) examined the influence of employees' personal beliefs to evaluate the organisation's prestige (i.e., perceived external prestige) regarding organisational members' cognitive identification and affective commitment. There is need to examine simultaneous influence of these entire dimensions on professional and organisational identification.

Collection of data

Both primary and secondary sources have been considered appropriate for collecting necessary information pertaining to present research work. Primary data, being firsthand information, were gathered from the teachers through self-modified and well-structured questionnaire. Secondary information from books, journal and internet was also used to substantiate primary data.

Generation of scale items

The present study indicates that a thorough review of literature is done by taking three dimensions viz; career satisfaction (independent), professional image (dependent) and professional identification (independent) and the different items covering almost all the aspects of the study like discussion with experts, suggestions from respondents and review of pertinent literature. In order to gain the active involvement of respondents, face-to-face interviews were conducted while filling the instrument. The dimensions of the instrument are as under: -

- Professional image:** It is an independent variable consisted of nine items generated from schuler(2004) focusing on various attributes of image.
- Professional identification:** It is dependent variable comprised of nine items, four items were taken from Lui et al's (2003) items of professionalism and remaining five items were adapted from Mael & Ashforth (1992).
- Career satisfaction :** It is an independent variable comprising of ten items, out of which five pertains to career needs of a personnel extracted from Chen et al., (2003) thirty two item scale, while the remaining five relates to the measure developed by Greenhaus et.al., (1990).

Data collection forms:

The required information pertaining to professional identification and organizational identification was gathered from permanent teachers through self modified questionnaire. Pilot survey was conducted in August, 2011. Data were gathered from 60 permanent teachers of Jammu University. Some statements were modified to ensure the best fit with the situation in the organization being studied and a final questionnaire were settled of 64 items out of which 19 items relates to professional image, 22 items relates to career satisfaction and remaining items to professional identification. All the items were framed on 5 point likert scale ranging from strongly agree to strongly disagree.

Findings of the study

The validity and reliability of the constructs have been checked through the confirmatory factor analysis and it has been determined that condition of standardized regression weights is fulfilled for majority of the constructs and the conditions of composite reliability. Cronbach alpha and discriminant validity have been satisfied for all the constructs. The results reveal that career satisfaction has no significant influence on professional identification whereas image significantly predicts professional identification.

A strong support has been provided by SEM for this hypothesis, which gives significant 'P' Value (0.001) in favour of this relationship, thus, career satisfaction has no significant influence on professional identification. Regression analysis performed by Loi et al., (2004) confirms our result, where by they found that professional identification has no significant effect on career satisfaction among lawyers in Hong Kong.

SEM result gives significant 'p' value (< 0.05) in support of the relationship between professional image and professional identification which proves that higher professional image gives rise to higher professional identification.

Limitations and future implications

- The study was limited to teachers only and in future other employees will also involved for better study.
- Only Jammu university teachers were studied so in future study teachers of semi government universities will also be included.
- Teachers might have hesitated to share correct information due to their defensive attitude.
- The study focused on one dependent and two independent variables but the future study can examine the other factors for validity and reliability of the data.

Conclusion

This study based on data collected from 260 respondents of Jammu university teachers by the way of filling of questionnaire by taking three main dimensions viz; professional image, professional identification and career satisfaction. The findings of the study indicates that career satisfaction has no significant influence on professional identification whereas image significantly predicts professional identification. In future, data will also be collected from employees of other university teachers prevailing in the J & K and other employees of universities for having comprehensive result about these three dimensions.

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