

Determinants of the Corporate Identity Construct

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ABSTRACT: *In the past 25 years, scholars and practitioners have paid close attention to corporate identity. Considering the many papers published in this subject, there is no comprehensive design of corporate identity and its measures. As a result, the purpose of this article is to provide a review of related research on the corporate identity construct and its components, as well as the academic and managerial consequences of this research. It's crucial to understand how and where corporate identity problems are addressed inside a business, as well as how the outcomes of these conversations are fed into the management structure. Future study could look at the perspectives of practitioners and experts on what constitutes corporate identity. Following that, some kind of qualitative analysis should be carried out in order to create some operational hypotheses that may be tested.*

KEYWORDS: *Corporate identity; corporate image; corporate communications; marketing communications; corporate reputation*

1. INTRODUCTION

Over the past 25 years, there has been an increase in interest in the idea of corporate identity, owing to developments in technology, business dynamics, and consumer attitudes and behavior. Government-implemented deregulation and privatization programs, company internationalization, the accessibility of a vast amount of choice and details in the market, more advanced consumers, lower conventional barriers to entry, changes in business channels, delegated organizational structures, and an enhanced volume of transactions are just a few of the factors that have contributed to the increased number of mergers and acquisitions. In the 1970s, corporate identity developed as a design idea and began to pique management attention as a design problem[1].

Corporate identity became a strategic instrument and a source of competitive advantage as a result of this. Corporate identity is seen as a strategic resource for obtaining competitive advantage in this modern business climate by acquiring credibility and support from a range of stakeholders. It is generally acknowledged that corporate audiences depend on the reputations of companies when making investment, career, and product decisions. This paper proposes the following definition of corporate identity: 'the collection of meanings through which a business permits itself to be recognized and through which others may define, recall, and connect to it.' Corporate identity has a number of benefits. It may, for starters, serve as a primary motivator for workers[2]. Current employees will feel more pride and support for their company as they get a better understanding of its mission, direction, and specialty.

Second, corporate identity allows workers to more sensitively adjust current cultures and to more smoothly absorb new cultures after a merger or acquisition. Third, company identity may aid in the recruitment of top-tier leaders. Fourth, the reflection of a company's identity informs its stakeholders about the company's business skills, management strengths, competitive differentiation, and product and service variety. Fifth, customers may be educated about product quality, which will help a company's goods and brands gain traction. Sixth, corporate identity allows for the development of a strong company brand that fosters stakeholder loyalty. Seventh, the financial community gains a better understanding of a business, which attracts investors, enables assets to be priced more fairly, and improves the company's access to capital markets.

Other academic fields such as strategic management, public relations, psychology, marketing, and organizational behavior quickly took notice of the concept of utilizing corporate identity for strategic objectives. In recent years, professionals such as graphic designers, communication experts, and image researchers have added to the significance of corporate identity[3].

1.1 Corporate Identity Definition:

The Collins English Dictionary defines identity as "the individual qualities by which a person or object is recognized." In this meaning, identification refers to individuality, which is a way for others to tell one person apart from another. In the context of this article, identity refers to the distinctive qualities that distinguish one organization from another. There are many definitions of corporate identity in the literature, some of which are wide and take into consideration the concept's multifaceted character, while others are more narrowly focused. As previously mentioned, no generally recognized concept of corporate identity exists. Corporate identity, according to the author, is the total of all the elements that define and project "what the company is," "what it stands for," "what it does," "how it does it," and "where it is headed."

Thus, all forms of communication, culture, company purpose, objectives, strategies, organizational structure, degree of centralization of control, goods or services, markets and industries serviced, offices, and retail outlets are all part of defining an organization's corporate identity. The emphasis of a corporation's identification is its corporate identity[4]. At the corporate, business unit, and product levels, it includes a company's verbal and visual presentation, marketplace positioning, and competitive difference. As a result, it is inextricably connected to how a company does business and the tactics it employs. It decides to adopt. The activities of a company are inseparable: "how it acts," "what it says," "how it treats people," and "what it produces and sells" are all elements of an unified totality. Everything in the business has an impact on everything else, and everyone in the company has an impact on everyone else. This implies that a company's identity is made up of its physical, operational, and human qualities, all of which are intertwined.

1.2 Internal communication:

Within the corporate identity literature, there are different communication methods to corporate identity. Corporate identity, according to the communicative method, is the multidimensional manner in which a company communicates. It introduces the notion of corporate communication, which is founded on the idea that everything a company says, produces, or does communicates in some manner. According to this viewpoint, corporate identity is concerned with an organization's impressions, image, and personality. This is the technique that most public relations and marketing professionals, as well as designers, choose. The communication that takes place, whether unintentional or intentional, creates impressions, and as a consequence, pictures are created.' Similarly, "the sum of sources and messages[5]."

1.3 Communication in the workplace that is under control

Corporate communication is defined differently by various professional groups. Corporate communication is equated to public relations by some authors, while corporate advertising is equated to corporate communication by others. Corporate communication encompasses not just specialized areas such as public relations and corporate advertising, but also media relations, financial relations, employee communications, and crisis communication. Controlled business communication is a subset of general corporate communication.

It's a management tool that enables all deliberately utilized forms of internal and external communication to be harmonized effectively and efficiently in order to provide a positive foundation for an organization's stakeholder relationships. Organizations adopt and regulate three kinds of communications: management communication, marketing communication, and organizational communication. On the other hand, many authors fail to differentiate between regulated and uncontrolled corporate communication. For example, corporate communication is defined as the process of transforming a company's identity into an image, whereas corporate communication refers to the signals that businesses use to represent themselves to their consumers[6].

1.4 Communication that is not direct:

Any communication about the organization started by other persons is referred to as indirect communication. It includes unintended or emergent communications, newspaper stories, and television news about the company, rival remarks, and third-party reports about the organization.

1.5 Corporate style:

The visual element of corporate identity is a critical component of a company's identity. The terms "corporate design" and "visual identification" are often used interchangeably. In terms of corporate identity's visual component, the prevalent viewpoint in the literature is that everything the business does emphasizes its unique qualities. There are, however, differing perspectives on the components of corporate visual identity. Corporate design is defined as a sub-construct of corporate identity in the corporate identity construct presented in this article, which includes corporate visual identity and corporate visual identity applications, both of which include subcomponents[7].

1.6 Visual identity of the company:

The graphic design at the heart of a company's visual identity is called corporate visual identity. A company's visual identity is the outward expression of its internal devotion. In other words, corporate visual identity is a collection of visual signals that allow an audience to identify and differentiate a business from others. 'The symbols an organization employs to identify itself to individuals' is what corporate identity refers to. Companies' usage of visual identity and discovered that graphic design is used for two primary objectives. They are first and foremost utilized to encapsulate the organization's cultural values. Second, they serve as the foundation for the organization's public relations activities. A component of corporate identification that businesses may employ to convey their quality, prestige, and style to stakeholders is corporate visual identity. The writers created a visual identity mix for their company that included a name, slogan, logo type and/or symbol, typography, and color[8].

1.7 Corporate graphic identity applications:

A company's visual identity may be communicated via a variety of applications, including goods, buildings, cars, and other commercial material. This argument was related to this broader perspective on visual identity. They said that every company has a public face that it shows to its stakeholders. Its visual identity, according to them, is defined by the face it puts on itself, its activities, and the packaging of its contents. They claimed that an organization's visual identity may be conveyed via its goods, written material (such as letters, business forms, and promotional literature), and the external and interior design of its facilities (i.e. manufacturing plants, offices, warehouses, showrooms and retail outlets). Similarly, the design of a business's building, its location, the interior décor of its offices, and its workers' uniforms will help consumers identify the brand. For instance, said that product design is inextricably linked to a company's corporate brand. The importance of the office building and its connection to company identity is similar. Corporate apparel, advertising, marketing, give-aways, and packaging are examples of additional uses of corporate visual identity[9].

1.8 Organizational culture:

Although there is no agreement on the components of corporate identity, the aspect of an organization's fundamental value, called corporate culture, is widely recognized as being part of the corporate identity construct. There are two distinct viewpoints on corporate culture and its relationship to corporate identity, which are mostly represented in the opinions of marketing academics and organizational behaviorists. Corporate culture is defined as the set of principles that underpin an organization's mission, strategy, and identity. Similarly, by defining corporate culture as "a complex collection of values, beliefs, assumptions, and symbols that determine the manner in which a company does its business," the connection between corporate identity and corporate culture is established. Similarly, by stressing that normative guiding principles and culture are distinctive characteristics and important success elements of an organization, corporate culture was regarded as a predictor of corporate identity. His corporate identity concept includes culture as one of the components. The components of corporate culture are listed below[10].

1.8.1 Corporate philosophy:

Corporate philosophy encapsulates a company's fundamental beliefs and assumptions that make up its corporate culture. The company purpose and ideals advocated by the management board or the founder are

described as corporate philosophy. The relationship between corporate philosophy and corporate identity came from his view that corporate identity captures and then expresses the company's philosophy.

1.8.2 Corporate values:

There is an agreement in the literature that a company's values play a major influence in the development of its corporate identity. The ideas and moral concepts that underpin a company's culture are known as corporate values. Similarly, corporate values are described as prevailing systems of beliefs inside an organization that include daily language, ideas, and rituals of employees and help to establish the company's identity.

1.8.3 Behavior:

A certain style of behaving is referred to as behavior. Organizational identity is formed by the closeness of fit between the organization and the employees: the spirit with which they work and engage in the organization's operation and growth, according to the literature. Furthermore, workers' feeling of belonging is influenced by parallels in personal and corporate standards and goals, their sense of well-being inside the company, and their commitment to the firm. As a result, behavior is often regarded as an important component of company identity. Some of the components of behavior are listed below.

1.8.4 Corporate conduct:

Corporate behavior is the sum total of corporate behaviors that emerge from corporate attitudes that are designed in accordance with the business culture or that arise spontaneously. Identity relates to how workers perceive, feel, and think about their companies, according to organizational behaviorists. The assumption is that identity is a communal, widely held knowledge of the organization's unique ideals and features. Similarly, corporate identity is defined as an organization's self-presentation, which is based on the behavior of individual members of the company and expresses the organization's "sameness through time" or continuity, "distinctiveness," and "centrality." All of an organization's manifestations that allow it to be unique are referred to as corporate identity. Similarly, Goodman highlighted corporate behavior as a component of identity. Similarly, in his concept of corporate identity, he implied that corporate behavior is an aspect of identity.

1.8.5 Employee behavior:

Academics are increasingly recognizing that corporate identity refers to an organization's distinct features, which are based on employee conduct. the distinction between corporate and organizational identity They said that organizational identity is mainly concerned with how individuals connect with the organization, while corporate identity literature stresses the role of senior management in developing and communicating the company vision and strategy.

2. DISCUSSION

Because of the interdisciplinary character of the corporate identity area, several definitions of corporate identity have emerged. It's no surprise that neither a generally recognized concept of corporate identity nor the components that make up the corporate identity construct are lacking. The idea has expanded to encompass behavior, culture, and other communication methods thanks to the contributions of consultants and scholars from many fields. Corporate identity is now widely accepted as a multidimensional concept that encompasses various aspects of a company, such as business strategy, top executive philosophy, corporate culture, behavior, and corporate design, all of which interact with one another to distinguish one company from another.

Corporate identity, on the other hand, is often conflated with similar terms like corporate image, personality, reputation, corporate communications, and public relations. Appendices 1 and 5 clarify the connection between these ideas and corporate identity. It is recognized that there is a lack of agreement on what constitutes corporate identity as a construct and what constitutes its components. An thorough study of the

literature dealing with the definition and identification of corporate identity is recommended as a starting point for developing a holistic corporate identity construct. The goals of this article are to give a clear concept of corporate identity, propose, describe, and define the elements of the corporate identity construction via a literature review, and show the academic and managerial consequences of the holistic corporate identity construct.

3. CONCLUSION

The idea of corporate identity was investigated from a multidisciplinary standpoint in this study. A corporate identity taxonomy has been created, which is made up of a number of interconnected components. This article makes a contribution to the corporate identity literature by defining all of the key components of corporate identity. From this study, four conclusions may be made. First, since its strategic significance for a company was recognized, corporate identity has grown in popularity as a concept. Strategic management, marketing, public relations, graphic design, psychology, organizational behavior, and ethnography are all part of corporate identity, which is a multidisciplinary and integrated topic. Second, corporate personality is widely recognized as the foundation of corporate identity, implying that a company's identity is shaped by its organizational culture, beliefs, and ideals. Third, in order to establish a positive reputation and gain a competitive advantage, corporate identity must be managed consistently. Fourth, executives prefer to concentrate on the more concrete elements of company identity, which are easier to control.

Because it includes all aspects of corporate identification, the corporate identity taxonomy may be useful for managers in this regard. To build a strong corporate brand and gain a competitive edge, a business must communicate effectively. Because it defines the corporate identity idea and identifies its components, the holistic corporate identity construct may assist managers in this regard. The taxonomic flow also works in the other way, but how and where this reverse flow arises is a topic that can only be addressed via field study. Such study would aim to determine how important corporate identity is to businesses, how they try to define it, develop or alter it, and how they evaluate its appropriateness in light of current economic circumstances.

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