

Gestión de la identidad corporativa y comportamiento extra rol desde la perspectiva de los docentes y trabajadores administrativos: caso Universidad Nacional Pedro Ruíz Gallo**Management of corporate identity and extra role behavior from the perspective of professors and administrative staff: Pedro Ruiz Gallo National University case study.**ECHEVERRÍA JARA, José Foción¹; RÍOS VILLACORTA, Mauro Adriel²
César Vallejo University, Chiclayo - Peru**RESUMEN**


La presente investigación tuvo como finalidad analizar la gestión de la Identidad corporativa de la universidad Nacional Pedro Ruiz Gallo; como paso inicial se analizó las percepciones que tienen los docentes y trabajadores administrativos sobre la gestión de la identidad corporativa en la universidad y sus efectos sobre las actitudes y comportamientos. La población objetivo fueron todos los docentes y administrativos nombrados, año 2015. El estudio se realizó a una muestra aleatoria simple de 149 docentes y 161 trabajadores administrativos, con un nivel de confianza del 95% seleccionado de manera estratificada. Se aplicó dos cuestionarios; uno a los docentes y otro al personal administrativo, ambos instrumentos para recabar información de la gestión de la identidad corporativa en la universidad. Se probó la validez de los instrumentos, corroborándose que la medida de adecuación de KMO es mayor que 0,5; las comunalidades superan lo establecido que es de 0,4; la prueba de esfericidad de Bartlett en su grado de significancia es menor que 0,05. Se realizó la verificación de la confiabilidad de los instrumentos a través del método de Alfa de Cronbach, considerando a los elementos tipificados, reportando para el instrumento global de los docentes y administrativos 91,1% y 93,2% respectivamente. La metodología utilizada fue la estadística descriptiva, frecuencias y coeficiente de correlación de Pearson.

Palabras clave: Identidad corporativa, Atractivo de la identidad, identificación en la Institución y comportamiento extra rol.

ABSTRACT

The purpose of the present investigation was to analyze the management of the corporate Identity of the National University Pedro Ruiz Gallo; As an initial step, we analyzed the perceptions that teachers and administrative workers have about the management of corporate identity in the university and its effects on attitudes and behaviors. The target population was all teachers and administrative appointed, year 2015. The study was conducted on a simple random sample of 149 teachers and 161 administrative workers, with a confidence level of 95% selected in a stratified manner. Two questionnaires were applied; one to the teachers and another to the administrative staff, both instruments to gather information of the management of the corporate identity in the university. The validity of the instruments was tested, corroborating that the adequacy measure of KMO is greater than 0.5; the communalities exceed the established value of 0.4; Bartlett's sphericity test in its degree of significance is less than 0.05. The verification of the reliability of the instruments was carried out using the Cronbach's Alpha method, considering the typified elements, reporting 91.1% and 93.2%, respectively, for the global instrument of the teachers and administrators. The methodology used was descriptive statistics, frequencies and Pearson's correlation coefficient.

Key words: Corporate identity, Identity attraction, identification in the institution and extra role behavior.

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INTRODUCTION

Building the scientific knowledge to understand the management of identity corporate and the extra role of professors and administrative staff in a university, is a very important task; the change of the new university law 30220, presents challenges and it is necessary for the university as social institution to resume its investigative role, to solve its problems and requirements that society suggests. The observed brand in companies as a logo, color, name, etc. of products or companies, which evolves to build a corporate identity. This is the personality that an institution adopts to be different from the others.

According to Capriotti, (2009): Corporate identity is the set of central, lasting and distinctive features of an organization, whom the organization identifies itself (an introspective level) and self-differentiates (from the other organizations in its environment). Corporate identity becomes a strategy within business management; the identity as a global strategy and a value is produced by the company from all its structure. Manifestations, attitudes, communications, style, aesthetics (Mut & Breva, 2003 page 3).

On the other hand, in higher education the information about the management of the corporate identity that is managed is under construction. this concept was defined by the commercial enterprise and literature, which is not yet abundant.

Baker & Balmer, (1997) point out: The corporate identity of university plays a crucial role in attitudes towards the institution, and as a whole for the education sector. Universities should develop and maintain a clear image.

In a field where students are usually recognized as the main clients, universities have to implement strategies to better orient themselves to their needs. Thus, those universities must develop competitive advantages based on an image that encompasses a set of unique characteristics, which must communicate effectively and coherently to all stakeholders. As a result, a growing number of universities have begun to develop and implement the management of corporate identity as part of strategic growth and expansion.

Carrillo, Castillo, & Sánchez, (2013): Nowadays Spanish universities are facing a somewhat difficult context as a result of the economic crisis and the resulting budget cuts, the implementation of the European Higher Education Area (EHEA) , the creation of new universities, the increase of national and international competition and the application of new information technologies. One of the main causes for Spanish universities to have an incompetent brand is the lack of interest for the intangible assets, such as image, corporate culture, reputation, (...) These intangibles assets can help to differentiate universities and to give them a distinctive value against their competition.

Several researchers have confronted the issue, which this research is aimed at complementing and deepening; in this orientation, this scientific article intends to develop an analysis from Pedro Ruiz Gallo National University in Lambayeque-Peru with the purpose of contributing the study to a better management of corporate identity.

In the same way, the motivations and the experiences are our responsibility as managers, when the incongruent behaviors in the work of professors and administrative staff are observed. They guided the selection in a first descriptive stage. This orientation leads to formulating the following research problem: What are the perceptions that professors and administrative staff have about the management of corporate identity and how does it have influenced their attitudes and their behaviors?

The general objective is: to analyze the perceptions that professors and administrative staff of the university have about the management of corporate identity, which UNPRG does and to study their effects on attitudes and their behaviors.

These are the following specific objectives:

- a. To diagnose the current situation of management of corporate identity from the perspective of professors and administrative staff of Pedro Ruiz Gallo National University (UNPRG).
- b. To examine a remarkable identity, the identification in the organization and behaviours towards the job of professors and administrative staff of UNPRG.
- c. To analyze the behavior extra role of professors and administrative officers with UNPRG.

The theories, precedents and existing approaches were analyzed according to the dimensions of corporate identity and aspects of extra-role behavior.

From the empirical point of view, a description was made, in order to know the perception of the sample elements, the purpose in this article. 9 hypotheses were formulated then the results obtained in the study were tested.

The hypotheses proposed were:

H1a. The management of the corporate visual identity of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively.

H1b. The management of corporate communication of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively.

H1c. The management of corporate behavior of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively.

H1d. The management of the corporate culture of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively.

H2. The remarkable corporate identity of Pedro Ruiz Gallo National University positively influences the identification of professors and administrative staff positively.

H3. The remarkable corporate identity of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively.

H4. Professors and administrative staff identification of Pedro Ruiz Gallo National University has a positive influence in the attitude towards work.

H5. Professors and administrative staff identification of Pedro Ruiz Gallo National University has a positive influence in their behavior extra role.

H6. Professors and administrative staff attitudes toward their work in Pedro Ruiz Gallo National University influence their extra role behavior positively.

To obtain the necessary information, the sampling frame was considered in 2015 by the Statistics Office of Pedro Ruiz Gallo National University,

which has a register of all professors and administrative staff. Within that sampling frame and making use of the statistics, the sample was calculated, obtaining 310 sample elements stratified in 149 professors and 161 administrative staff, to whom a test with 26 questions was applied during the months of February, March and April 2016, using the Likert mode developed from the theory of the determined dimensions.

The results obtained in the research led us to understand in some way the professors and administrative staff behavior and go connecting a theoretical proposal to help the management of corporate identity in the university, emphasizing the dimensions that show greater deficiency.

Likewise, the research aims to contribute with a document that supports decision-making and the continuous improvement of corporate identity management and other aspects that are developed with subsequent research. This contribution is aimed at generating an adequate identity within the university that motivates professors and administrative staff to feel highly identified with their workplace and their jobs become much more competitive for the benefit of students, the Lambayecana community and the country.

METHOD

The research is a quantitative type, a phenomenon of concrete reality was studied, which was highly structured, specifying the main characteristics of the design before obtaining a single data; Likewise, data on the variable Management of Corporate Identity was collected and analyzed, in addition properties and quantitative phenomena were studied. Through a descriptive investigation, considered this way, by the approach of Hernandez Sampieri, Fernandez Collado, & Baptista Lucio, (2010) establishes the descriptive studies: "They seek for specify properties, characteristics and profiles of individuals, groups, communities, processes, objects or any other phenomenon that is subject to an analysis; in others words , they only intend to measure or collect information independently or jointly on the concepts or variables to which they refer ".

The design is transversal, because "it collects data in a single moment, in a single time. Its purpose is to describe variables and analyze their incidence and interrelation at a given moment". (Hernández, 2010, p.151).

In the present investigation the methodology allowed the achievement of the general objective. "Analyze the perceptions that professors and administrative officers of the university have about the management of the corporate identity of Pedro Ruiz Gallo National University and study its effects on attitudes and behaviors" having dimensions as: visual identity, communication, behavior and culture.

The population was formed by all the teaching staff appointed, administrative personnel, appointed, hired and CAS staff of Pedro Ruiz Gallo National University whose total was 1588 people; according to the report of the General Administration Office considering the year 2015.

The teaching and administrative staff that participated in the research were selected through stratified random sampling considering the 14 faculties as strata, as well as the rectorate, the academic vice-rector, the vice-rector of research, the graduate school and the general administration.

The sample consisted of 310 members in the university community that is for teaching staff, administrative - UNPRG. The sample is probabilistic, it was determined by means of the stratified sampling with Neyman assignment, for the selection of the units of analysis simple random sampling was carried out according to the sampling frame established in each of the strata, with a confidence level of 95% and a maximum sample error of 5%.

Table 1
Population and ordinary teaching staff sample by category and sex 2015

Prof..	Men	%	Wom	%	Total	%	Sample
Main S.	339	59,6	98	50.5	437	57,3	85
Assoc.	127	22,3	42	21.7	169	22,2	33
Aux.	103	18	54	27.8	157	20,6	31
Total	569	100	194	100%	763	100	149

Source. Statistical office - UNPRG

Elaboration: Echeverría - Ríos

Table 2
Population and administrative staff sample by category and sex 2015

Work	Men	%	Wom	%	Total	%	Sample
Nom.	242	51	176	50	418	51	82
Hired	80	17	66	19	146	18	28
ACS	154	32	107	31	261	31	51
Total	476	100	349	100	825	100	161

Source. Statistical office - UNPRG

Elaboration: Echeverría - Ríos

Two tests were used in the data collection: Test to the teaching staff and to the administrative staff with the purpose of collecting information related to the Management of corporate identity, remarkable identity, identification in the institution, attitudes towards work and behavior extra role.

The tests to professors and administrators were made with Likert scale, with a total of 26 items, 7 categories on the scale: Strongly agree, moderately agree, somewhat agree, neither agree nor disagree, somewhat disagree, moderately disagree, and strongly disagree.

RESULTS

The results were processed through the SPSS-22 software, the construct validity was made, to the professors and the administrative test.

The validity of the instruments was tested, corroborating that the adequacy measure of KMO is greater than 0.5; the communalities exceed the established value of 0.4; Bartlett's sphericity test in its degree of significance is less than 0.05. The verification of the reliability of the instruments was carried out using the Cronbach's Alpha method, considering the elements typified, reporting 91.1% as the level of reliability for the professors global instrument, and for the overall instrument of administrative staff, 93.2% as reliability level, therefore the sample is adequate to the instrument and there is an association from item to item, it confirms the internal coherence that the questions must have with each other, in addition those must have clarity and good formulation.

The diagnosis of the current situation of management of corporate identity from the perspective of professors and administrative staff of Pedro Ruiz Gallo National University.

Table 3

Professors of Pedro Ruiz Gallo National University, according to the category.

Indicator	Frequency	
	N°	%
Main	83	55,7
Associated	35	23,5
Auxiliary	31	20,8
Total	149	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

The processed data observed in the table inform the sample was conformed professors in the main category 55.7%, associated 23.5% and 20.8% are auxiliary.

Table 4

Professors of Pedro Ruiz Gallo University, according dedication

Indicator	Frequency	
	N°	%
Exclusive	80	53,7
Full-time	68	45,6
Part-time	1	0,7
Total	149	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

The table offers to us the following information, 53.7 % of professors develop their labor to exclusive dedication, 45.6 % of professors work full-time and 0.7 part-time %.

Table 5

Professors and Administrative officers from UNPRG, according to age

Age	Professors		Administrative	
	N	%	N	%
[25 - 30)	-	-	8	4,97
[30 - 35)	4	2,68	20	12,42
[35 - 40)	10	6,71	44	27,33
[40 - 45)	20	13,42	36	22,36
[45 - 50)	16	10,74	25	15,53
[50 - 55)	21	14,09	7	4,35
[55 - 60)	38	25,5	9	5,59
[60 - 65)	26	17,45	9	5,59
[65 - 70)	14	9,40	3	1,86
Total	149	100,0	161	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

In the table we can observe that 25.5 % of professors are in the range between 55 and 60 years, 17.45 % in the range of 60 and 65 years, and with regard to the administrative staff 27.33 % are in the range between 35 and 40 years; and 22.36 % of administrative staff ranges between the 40 less than 45 years.

Table 6

Educational personnel and Administrative staff, according to working years in the UNPRG

Range of years	Professors		Administrative	
	N	%	N	%
[3 - 7)	14	9,52	5	3,14
[7 - 11)	8	5,44	30	18,87
[11 - 15)	18	12,24	39	24,53
[15 - 19)	23	15,65	41	25,79
[19 - 23)	22	14,97	23	14,47
[23 - 27)	24	16,33	2	1,26
[27 - 31)	23	15,65	5	3,14
[31 - 35)	13	8,84	12	7,55
[35 - 39)	2	1,36	2	1,26
Total	149	100,0	161	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

The present table indicates us that 16.33 % of professors have of 23 less than 27 years of services, 15.65 % of 27 less than 31 years of services. Likewise 25.79 % of administrative staff has from 15 to 19 years of service and 24.53 % has from 11 to 15 years of service.

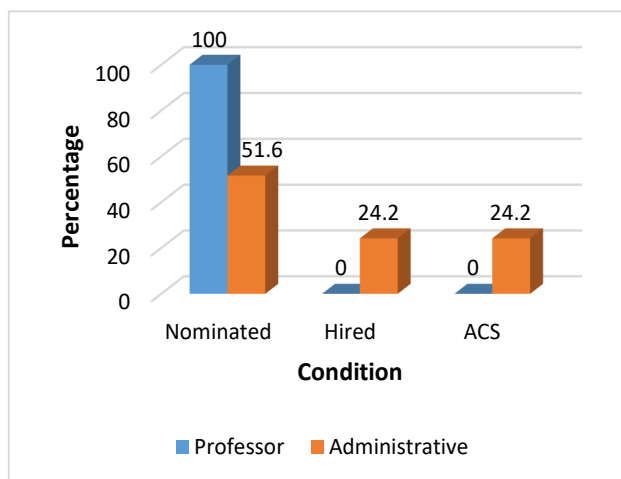


Figure 1. Professors from Pedro Ruiz Gallo University, according to the condition.

The figure 1, offers to us information about the labor condition of the polled ones, is observed that 51.6 % of administrative staff are mentioned, 24,2 %, hired and 24.2 % works in the modality of SAC (service administrative contracts), according to the educational personnel, it was decided to work with the totality of mentioned previously in the sample.

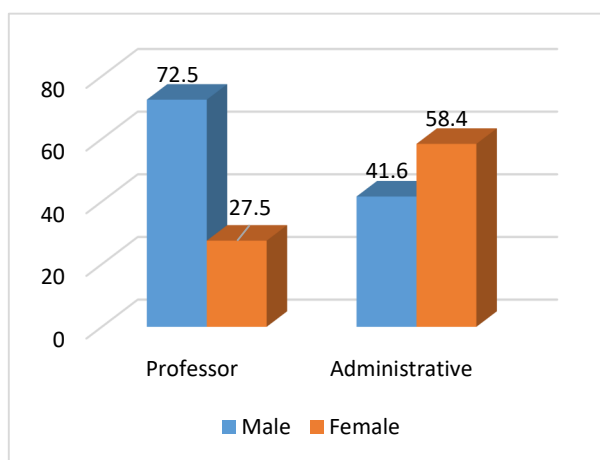


Figure 2. Professors from National Pedro Ruiz Gallo University, according to gender.

Figure 2, indicates that 72.5% of professors polled are male and 27.5% female. Likewise the administrative staff 41.6% are male and 58.4% female.

Then we analyze the dimensions of the corporate identity from the point of view of professors and administrative staff, to determine the current status of the management of the corporate identity that is done at the university.

Table 7
Dimensions of Corporate Identity

Ind.	Visual Identity		Corporate communic.		Corporate behavior		Culture	
	Prof %	Adm %	Prof %	Adm %	Prof %	Adm %	Prof %	Adm %
A	25,73	22,82	6,94	13,90	8,05	11,34	16,55	13,74
B	17,45	24,27	15,21	16,39	8,56	11,18	10,96	14,16
C	24,83	26,97	18,57	16,60	15,44	10,71	20,13	13,95
D	13,20	10,58	16,11	15,98	17,28	11,80	20,13	18,60
E	14,77	11,20	24,61	21,58	27,18	24,07	21,03	21,35
F	2,91	2,90	11,41	8,71	11,91	12,27	5,59	10,15
G	1,12	1,24	7,16	6,85	11,58	18,63	5,59	8,03
Total	100,0							

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

Where:

A: Strongly agree

B: moderately agree

C: somewhat agree

D: neither agree nor disagree

E: somewhat disagree

F: moderately disagree

G: strongly disagree

Table 3 shows us the processed data which allows to interpret the management of the corporate identity in each of its dimensions: The 25.73% of professors and the 22.82 % of administrative staff strongly agree in considering that the visual identity of the university (logo, corporate colors, facilities,...) accurately reflects who we are, and helps to the public recognize our University through the logos, colors, etc. Whereas the 5.45% of professors and the 24.27 % of administrative are moderately agree; and 24.83% of professors and the 26.97% of administrative staff are somewhat agree.

According to the dimension of corporate communication the table indicates that 6.94% of professors and 13.90 % of administrative staff are strongly agree, to consider by means of communications (web page, e-mails,...) The university transmit a clear and consistent message to your community (students, staff, society in general), strategies that seek to project an image consistent with their personality, showing a good internal and external communication.

A high percentage of 24.61% and 21.58 show that professors as well as administrative are somewhat disagree with the statements. Whereas the 15.21% of professors and 16.39 % of administrative staffs are moderately agree; and 18.57% of professors and 16.60 % of administrative are somewhat agree.

In table 7, in relation to the dimension of corporate behavior the 8.05% of professors and 11.34 % of administrative staff strongly agree, considering that the actions carried out by the university reflect their values. They periodically monitor the performance of their workers, but at the same time the university provides opportunities to develop new knowledge and skills for their development. Likewise, the university performs actions for improving the well-being of their public (students, staff, society in general). The 8.56% and 11.18% of professors and administrative staff, that moderately agree; and in that order we have a greater percentage of 15.44% and 10.71% which somewhat agree.

According to the dimension of corporate culture, professors and administrative staff do not show their rejection nor acceptance that could be due to ignorance in front of claiming if there is a clear vision on the objectives that guide the strategy of the University, the professor should be committed to the objectives of the university, professors and administrative staff somewhat agree with 20.13% and 13.95%, respectively, moderately agree the 10.96% and 14.16% and finally there are a bit of agreement; the 20.13% and 13.95%, respectively.

Remarkable identity, the identification in the organization and attitudes towards professors' work and administrative staff of the UNPRG.

Table 8
Remarkable identity

Indicator	Remarkable Identity	
	Professors %	Administrative %
Strongly agree	23,15	17,70
Moderately agree	18,46	17,70
Somewhat agree	25,17	28,57
Neither agree nor disagree	17,11	16,77
Somewhat disagree	11,07	11,18
Moderately disagree	3,02	4,94
Strongly disagree	2,01	3,11
Total	100,0	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

Data processed in table 8, shows us that, 23.15% of professors and the 17.70 % of administrative staff strongly agree in the option I like what this University represents and this university has an remarkable identity for me; Moderately agree a 18.46% and 17.70%; and somewhat agree, 25.17% and 28.57%, respectively.

Table 9
Identification in the organization

Indicator	Identification in the organization	
	Professors %	Administrativ %
Strongly agree	40,94	31,52
Moderately agree	15,94	16,93
Somewhat agree	33,39	36,49
Neither agree nor disagree	4,19	8,85
Somewhat disagree	3,69	3,42
Moderately disagree	1,17	1,24
Strongly disagree	0,67	1,55
Total	100,0	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

Data in table 9, inform us that with respect to the items: The success of my University I consider my success; When someone talk well of my University, I feel proud; I feel that I am part of my University; I identify with this University, 40.94% of professors strongly agree, 31.52% of administrative staff are of the same opinion. professors and administrative staff think that they are

moderately agree in a 15.94% and 16.93% respectively; and somewhat agree 33.39% of professors and 36.49% of administrative staff.

Table 10
Attitudes toward work

Indicator	Attitudes toward work	
	Professors %	Administrative %
Strongly agree	33,42	29,97
Moderately agree	14,09	21,43
Somewhat agree	26,71	31,99
Neither agree nor disagree	2,42	8,70
Somewhat disagree	1,74	4,19
Moderately disagree	0,94	1,40
Strongly disagree	20,67	2,33
Total	100,0	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

Table 10 shows that 33.42% of professors and 29.97% of administrative staff strongly agree that I consider this work interesting and stimulating; I have a positive attitude in my work; I enjoy doing my job and this is my ideal job. Moderately agree a 14.09% and 21.43%; and A bit of agreement 26.71% and 31.99% respectively.

Table 11
Extra role behavior of professors and administrative staff from the UNPRG

Indicator	Extra role behavior	
	Professors %	Administrative %
Strongly agree	35,35	32,30
Moderately agree	23,04	25,05
Somewhat agree	30,43	32,51
Neither agree nor disagree	6,04	08,07
Somewhat disagree	2,91	1,24
Moderately disagree	1,57	0,62
Strongly disagree	0,67	0,21
Total	100,0	100,0

Source. Test for professors.

Date. February, March and April 2016

Elaboration: Echeverría – Ríos

Table 11 tells us that 35.35% of professors and 32.30% of administrative staff strongly agree that “I am willing to help other colleagues if they have difficulties in their work; I help my classmates in

their tasks and I dedicate time to my classmates when they have problems”. Moderately agree 23.04% and 25.05%; and A bit of agreement 30.43% and 32.51% respectively.

In the hypothesis testing test, the following results were obtained.

The management of the corporate visual identity of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively. (H1) D: (R = 0.34, p = .000). A: (R = 0.426, P = .000).

The management of corporate communication of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively (H1b). D: (R = 0.313, P = .000) A: (R = 0.568, P = .000).

The management of corporate behavior of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively (H1c). D: (R = 0.334, P = .000) A: (R = 0.564, P = .000)

The management of the corporate culture of Pedro Ruiz Gallo National University influences the remarkable identity for professors and administrative staff positively (H1d). D: (R = 0.351; P = .000) A: (R = 0.651; P = .000).

The remarkable corporate identity of Pedro Ruiz Gallo National University influences the identification of professors and administrative staff positively (H2). D: (R = 0.386; P = .000) A: (R = 0.568; P = .000)

The remarkable corporate identity of Pedro Ruiz Gallo National University influences the attitudes of professors and administrative staff positively (H3). D: (R = 0.286; p = .000) A: (R = 0.476; P = .000)

The identification of professors and administrative staff of Pedro Ruiz Gallo National University influences the attitude toward work positively (H4). D: (R = 0.811; P = .000) A: (R = 0.671; P = .000)

The identification of professors and administrative staff with the Pedro Ruiz Gallo National University influences their behavior extra role posi-

tively (H5). D: (R = 0.665; P = .000) A: (R = 0.518; P = .000).

The attitudes towards their work of professors and administrative staff of Pedro Ruiz Gallo National University influence their behavior extra role positively (H6). D: (R = 0.749, P = .000) A: (R = 0.501, P = .000).

DISCUSSION

Van Riel, (1997) says The corporate identity, is the self-portrait of a corporation, the entrances or signs that it offers by means of its behavior, communication and symbolism; that is, the denotation of all the forms of expression that the company uses to offer a perspective of its nature and present itself to the public internal and external objectives (employees, customers, suppliers of capital and public), through the use of symbols, communication and behavior, based on a philosophy, as well as its long-term objectives and the desired image. We denote that the corporate identity of an institution plays an important role not only as an image but as a motivator to those who participate in it; In addition, it gives confidence to the external agents to it. In our work, we considered: its dimensions: visual identity, communication, behavior and culture. As we observed in table N° 7, both professors and administrative staff in the visual identity dimension more than 65% consider their logo, color, facilities, etc. represents what we are, and 35% indicates that no, such percentages guide us to optimize this characteristic of the university.

Corporate communication is a fundamental dimension of corporate identity in today's organizations, misinformation generates misunderstandings and unproductiveness.

It is unthinkable that a professor, student or officer does not have some type of communication between them and even more the same university with society; success in organizations depends on how they communicate their mission, objectives, strategies, how managers make themselves understood and understand others.

Pérez, Pérez, López, & Caballero, (2013) They state that the functions performed by communications in organizations are: motivate employees and create an adequate climate of cooperation,

inform or provide data necessary for decision-making, control the execution of the plans and behavior of its members, disseminate the goals and objectives of the organization. In the results shown in table N°7 both professors and administrative staff in the dimension of corporate communication about 43% believe that the university transmits a clear message, the strategy transmits an image according to their personality and that there is good internal and external communication; but more than 55% indicate that no, those who represent more than half such percentages guide us to improve this dimension of the management of the corporate identity of the university. The strategy conveys an image in accordance with its personality and there is good internal and external communication; but more than 55% indicates a disagree, the percentage that represent more than half guide us to improve this dimension from management of the corporate identity of the university.

With regard to corporate behavior Robbins & Judge, (2013) says: organizational behavior, is about people do in an organization and how their behavior affects the performance. Studies in specific situations related to the workplace, its relates to issues such as jobs, absenteeism, staff turnover, productivity, human performance and the administration. The behavior is one of the dimensions with vital importance in organizations and in the university as a professional institute that plays a role of paramount importance due to constant interaction between its members. The results that can be seen in Table N° 7 both professors and administrative staff in this dimension indicate that around 32% consider that, the actions carried out by the university reflect their values; regularly monitors the performance of their officers; provides to its officers the opportunity to develop new knowledge and skills for their development and takes actions to improve the well-being of your audience. But more than 65% indicates a disagree; this high percentage which represents more than half; which we sense that in this dimension the management is not nearly right. With such data, we are oriented to establish strategies or models to improve the performance of their all officers of the university.

The Corporate Culture, is another complicating dimension at the university Chiavenato, (2009) says: Culture comprise common values, habits,

practices and customs, codes of conduct, labor policies, traditions and objectives which are transmitted from one generation to another. It reflects the way in each organization learn to deal with their environment. It is a complex mixture of assumptions, beliefs, behaviors, stories, myths, metaphors and other ideas that, ensemble, reflect the particular mode of functioning of an organization. (Page 126).

Professors and administrative staff were asked according to this dimension: if there is a clear vision on the objectives that guide the strategy of the University, the professor and worker will commit to the goals of this university and with the staff of the university who knows the mission of this institution. Table N° 7 show us results about this dimension according to professors and administrative staff and, indicates that around 45 % considered being agree. But more than 55 % are disagree; this percentage allows us to infer that we must do work to improve this dimension, in spite of is not quite right. Those data we are focus to propose strategies to improve in long-term this complex issue at the university.

According to the remarkable identity and identification in the organization, we can say if a professors or workers perceives a good management of the corporate identity, he will focus to feel identified with the University taking appropriate attitudes and behaviors and when they are asked for something in their normal role or extra role they will not hesitate to do. When the professors and workers were asked if they are agree as what to this university represents and if they have an remarkable identity to me; they responded according to the Table N° 8 and indicate that approximately 63% consider to be identified with the university and 37 % are not identified. In the same way when they were asked about “the success of my University is my success; when someone make positive comment of my University, I am proud; I feel part of my university; I am identify with this University”. They responded according to the Table N° 9 more than 80% consider being identified with the university and less than 20 % are not identified. If the university wants to achieve a full identification of the percentage that is in disagreement, it must manage their visual elements, to better communicate, to generate values, etc.

According to the attitudes toward work, we can say if a professor or worker perceives a good management of corporate identity, their attitudes will be the best. Professors and workers were asked if they consider their work interesting and stimulating; if they have a positive attitude toward their work; if they enjoy doing their job and if it is their ideal job; according to TABLE N° 10 approximately 75 % they confirmed it and 25 % are not agree. Likewise If the university wants to achieve good attitude of of the percentage that is in disagreement, it must manage their visual elements, to better communicate, to generate values, etc.

The extra-role behavior; according to Organ, (1988) is related to all discretionary behavior that surpasses the expectations formally required for the performance of a specific role which has been lawfully employed. In accordance with the extra-role behavior investigated, we see in table 11, two samples investigated according to the questions. “I'm willing to help to others colleagues in case they have difficulties in their work; I help to my colleagues in their tasks and I dedicate time to my colleagues when they have problems”; the table indicate that 89% are positive and 11 % negative. This shows us a higher predisposition related to the professors and workers to do their jobs outside from the normal role; this situation should be used as a good management of corporate identity.

CONCLUSIONS

The management of the visual identity that makes the university is well perceived by the professors and administrative staff and that, according to our point of view could be optimized, as compared to the current changes we can strengthen such dimension.

The management of the corporate communication that makes the university is not quite right, so it is necessary to perform a set of strategies and activities with the aim of improving, due to the communication plays an important role in the understanding of the members of the university with its work and between them.

The management of corporate behavior in the university is not good, therefore it should establish mechanisms for the improvement of this complicated dimension, due to the fact that behavior of

people are different characteristics and subcultures, but this has to be improved for areas of the institutional progress.

The management of the corporate culture at the university is not good, which should propose long-term strategies for the improvement of this complicated dimension, due to the culture and subcultures of its members, which plays an important role in the development of the university and it have to create a strong organizational culture that brings to the members and transmit a strong personality of the corporate identity from the university towards society.

That 80% of professors and workers are identified with the university and less than 20 % are not identified. The university to achieve a full identification, you must manage their visual elements, to better communicate, generate values, etc.

The 89% of professors and workers can undertake outside their normal work, result of the identification with the organization and attitude toward their work. This situation is constituted as a competitive advantage in human resources, but for it, they must improve the management of the corporate identity.

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