

The Effect of the Identify Management on Church's Growth-The Cases of Christian Church in Chinese Region

葉輔焜、蔡佳靜

E-mail: 9511101@mail.dyu.edu.tw

ABSTRACT

The main purpose of this research is to explore the effective result of two different models of Identity Management (Chen, 2000) with respect to church growth. This paper compares the "Interaction type" and "Teaching type" of Identity Management strategy. Furthermore, The Interfered variable of "Attitude Towards Organization Change" is brought into the research framework to see how it would affect the outcome of organization identity management. The study was conducted the Chinese Christians on 23 Chinese Churches communities in different countries, which include Canada and Indonesia. According to the research results, it was found that with respect to church growth, the interaction type of identity management was more effective than the teaching type. Further analysis showed that attitude towards organization change would interfere the relationship between identity management and church growth. As the resistance attitude of attitude towards organizational change increases, the effect of organization identity management on church growth also decreases. The findings from this research will help leaders and managers in churches and nonprofit organizations to broaden their vision on the subject of identity management, church growth and attitude towards organizational change. It is clearer to realize that the different models of identity management caused different levels of identity. Interaction type of identity management can effectively enhance member relationships and group identity through small groups, and further result the identity of the church. On the other hand, teaching type of identity management effectively enhance members' identity of organization principles (values) through teaching by big groups, but not for the group identity Although members insist on their beliefs, their commitment (faith) is less likely to improve and is more likely to move from church to church. Therefore, when changing from one model of identity management to another, it is important to evaluate and analyze the right opportunity and concern members' attitude towards facing organizing change. Good communication with members frequently and effectively is essential in order to avoid resulting the resistance attitude. Furthermore, the churches which follow planning about organization change have low leaving rate and do something that could enhance the church growth and reach the expected growth.

Keywords : Identity Management, Church Growth, Attitude Towards Organization Changes

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