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## DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
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## ABSTRACT

### **Factors Affecting Organizational Identification Among Generation X and Generation Y in Malaysia Private Sector**

Organizational Identification is regarding how an employee identified to an organization goals, values and causes. It has been associated with lower intention to quit, organizational citizenship behavior, job satisfaction, employee well-being, and staff performance. But the general workforce nowadays is composed of at least 3 different generations which are well-known for being different in literature studies. A research is done by utilizing questionnaire survey with convenience Random sampling of non-probability sampling methods. An all-encompassing model has been proposed to investigate the relationship between Professional Identification, Relational Identification, Employer Branding and its values with Organizational Identifications among different generations. In specifics, it looks into which Generation affects these relationships. The findings displayed that there are strong relationships between these independent variables with Organizational Identification. It also shows that the 4 independent variables, Professional Identifications, partial of the values of Employer Branding – Interest Value, Social Value and Economic Value are significantly moderated by generations in their relationships with Organizational Identification. The general turnover and loyalty of an employee is not as high as the employee from the past age. Due to more choice and increase mobility within the society, the service of employee is not longer and cannot be taken for granted anymore. With increasing complex of the work life and society, organizations are ill afford to use a trial and error method to manage its talents.