

The first part of the paper discusses the theoretical background of the research, including the concept of organizational identity and the role of the board of directors. It then moves on to a description of the research methodology, which involves a series of interviews with board members and a content analysis of the resulting data.

The findings of the study indicate that organizational identity is a complex and multi-faceted concept that is shaped by a variety of factors, including the organization's history, its culture, and its external environment. The board of directors plays a crucial role in the development and maintenance of organizational identity, and its actions can have a significant impact on the organization's long-term success.

In conclusion, the study highlights the importance of organizational identity and the role of the board of directors in its development. It suggests that organizations should pay attention to their identity and work to create a strong and consistent image that reflects their values and mission.

The study also identifies several areas for future research, including the need to explore the relationship between organizational identity and organizational performance, and the role of the board of directors in this relationship.

Finally, the study offers several practical implications for organizations and their boards of directors. It suggests that organizations should invest in the development of their identity and work to create a strong and consistent image that reflects their values and mission.





