INTRODUCTION
Team identification has been researched extensively from the perspective of the consumer. The current study proposes that employees working in professional sport may also be fans of their respective teams, and provides insight on the role of team identification in the workplace environment.

While the concept of identification has indeed had a major presence in the sport management literature, it has almost exclusively been studied from the consumer perspective in the form of a fan’s psychological connection to a team. It is thought that employees within sport may attach heightened levels of significance to their organizational membership, due in part to the prominence, popularity, and level of affect typically associated with sport teams. It is reasonable to suggest that individuals working for team sport organizations may also be fans of their respective teams, as previous research has identified sport fandom as a primary motive for pursuing a career within the sport industry.

Over 1,100 business operations employees from the top profession sports leagues in North America participated, and results indicate that dual targets of identification exist simultaneously in this setting. Strong support is provided for the discriminant validity between organizational and team identification. Beyond the more established effects of organizational identification, the results provide evidence that team identification independently predicts key outcomes such as commitment, satisfaction, and motivation. The results add to the literature by introducing the concept of a sports team as an additional target of identification in the organizational context.

Hypothesis 1: Team identification is a distinct construct from organizational identification for employees in professional sport organizations.

CONCEPTUAL MODEL
While sport team identification has thus far only been studied from the perspective of the consumer, this research assesses the role it plays from the mindset of employees. In this sense, the conceptual model for the current study represents the confluence of these two constructs as they exist simultaneously in the context of team sport organizations. With no previous literature measuring team identification levels of organizational members, the organizational identification paradigm was used as the basic foundation for studying workplace attitudes in the context of sport. As such, the conceptually distinct construct of team identification was infused into the model for the first simultaneous assessment of these targets in the organizational context.

ANTECEDENTS OF IDENTIFICATION
Prestige: In the sports environment, a variety of organization-focused recognition categories exist which would be expected to positively impact employee levels of identification. For example, corporate social responsibility initiatives have become commonplace for professional sport organizations and are an area of increasing