

In a conceptual paper, my co-authors (Michael G. Pratt and Luke Hedden) and I explore how social identities can become moralized – take on a moral value – at work and how organizations can resolve the conflicts caused by such moralization. We argue that since *moralization is an emotional process*, emotions-based interventions such as *eliciting and validating emotional ambivalence* work best to diminish the impact of identity moralization. We have been invited to revise and resubmit this paper at *The Academy of Management Review*.