**ABSTRACT**

**Objective:** The concept of organizational identity appears mainly in the context of a symbolic-interpretive view of an organization’s functioning in its many di­mensions. This article aims to analyze to what extent previous knowledge about the existence of an EU organizational identity is a distinct category in the con­text of neo-bureaucratic management. It seems particularly interesting to draw attention to the identity context in organizations operating under intercultural management conditions. Their character and disposition may be more complex than in the case of homogeneous organizations. For this reason, the European Union is asking itself questions about its identity in the context of cultural unifi­cation and policy issues, and management solutions related to the institution’s functioning at many levels. Therefore, it seems interesting to draw attention to these issues in light of the different contexts of influence. One is the neo-bu­reaucratic view of the EU institutions’ governance dimensions, which should be regarded as complex organizational identities. They are subject to the modern influence of management visions and benefit from intercultural management processes’ achievements. The EU’s supranational structure, influenced by bu­reaucratic organizational arrangements, speaking the language of diplomacy, and setting policy for the Member States, constitute a unique organizational identity globally, which is worth verifying through the prism of neo-bureaucrat­ic influences and cultural conditions of European identity.

**Methodology:** The article is based on a critical analysis of literature dealing with the sense of European Union organizational identity. Provided a theoreti­cal background on orgzniataional identity in neo-bureaucratic management on a European level.

**Findings:** In its institutional dimension, the European Union faces the dilemma regarding its own identity due to diplomatic disputes over cultivating indigenous cultures and diversity. It is, therefore, a rare phenomenon on the world stage of supranational institutions. Its procedural nature and purpose are also impor­tant to harmonize the Member States’ various policies. It is already possible to outline its unique organizational identity. However, it cannot be transferred to territorial and social land, as Europe cannot be a hybrid of cultures or unify its perspective in the face of historical pasts and ethnic representations.

**Value Added:** Critical discourse on the theory of bureaucratic management and organizational identity. Presentation of the role of European Union identity in management process and giving the organization common values that solidify its form.

**Recommendations:** Neo-bureaucratic management is an interesting phenom­ena to explore in cross-cultural discourses. There are several directions for analysis: forms of modern bureaucracy based on practices drawn from the ex­perience of corporations; abuse of the power of supranational organisations; network management in international organizations.