Abstract
The globalization processes, regionalizations altogether with the modernization of companies are forming a new world order than demands constant changes. The survival of the organizations is every time more related to the representation that is had in the world wide market, the culture, and the processes of communication as well as in the individuals than form them. The previous thing can be explained because the domestic markets are not as distant as the last times, at the moment markets are immersed in a complex context and constantly there are competitions among them looking for the world wide class standards. The aquacultural organizations are not distant from it. Due to the fact that has been established in Sinaloa’s north region in a short time, the aquaculture organizations have not been studied enough. By the previous thing they require of greater information on his operation, kind of subjects that form it, social identity of his members, mechanisms of communication and integration that allows them to know themselves and to be prepared successfully to face the challenges that appear to them, as well as the benefits that they can obtain. The general objectives of the investigation was to analyze the way that production has taken in an aquacultural farm in particular and how it is related to the social identity of its members. To obtain the previous thing implied to answer to a series of proposals. In this document theoretical aspects are a boarded about the social identity in the form of aquacultural production, through three statements: a) Cultural aspects in an organizational level, national and regional, b) Identify in its personal spheres social and organizational, c) Background of the farm of aquacultural production and the company. The process of scientific research contributes to the development of knowledge, reaching the verification of the settled proposals, upon the necessity and interest to solve problems in this area at knowledge. Reason for that in this case the quantitative and qualitative methods for the analysis of information. Six instruments were designed: structured questionnaire, structured and semi structured interview, sociogram, projective technique and observation. The sampling was random and stratified, besides to consider the data population such as: age, antiquity in the company, place of residence, kind, among. The first instrument presents characteristic scale of attitudes (Likert) while the design and analysis of sociogram it was based on the work of Jacobo Moreno (Cartwright, 1986) the projective technique following the definition of Reeve (1994). The results are shown, in relation to the theoretical proposals about the identity of the organization and its more relevant indicators; organizational and social identity; the influence of the aquacultural organization upon is members; the production way of the company; the relation between the production way of the company and its organizational culture; and the social identify of the individuals and the process of decision making of the organization. To known that to cultivate the shrimp is needed of the participation of social own identities of the culture of the region, same that on having gathered in the crowds they shape the identity of the organization.
Keywords

organizational culture, social identity and way of production.