Let be $g(x) = f(x) - x \cdot g(x)$ is a continous function in R and never get the value zero. From the Bolzano teorem, we can affirm that g(x) is always positive or always negative. Let suppose g(x)>0. Then $f(x)>x \forall x \in \mathbb{R}$. (1)

Let suppose that $a \in \mathbb{R}$ is a solution of f(f(x))=x. Let see that it can't be possible.

From (1), f(f(a))>f(a), but f(a)>a from (1) again, so f(f(a))>f(a)>a and $f(f(a)) \neq f(a)$

If we had supposed g(x) were negative, we would get the same result.