



To Study the Impact of Organizational Culture on Employees Behaviour

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ABSTRACT

Organizations are among the key units of the society. Throughout their establishment and development, a particular quite organizational culture eventually seems. The purpose of organizational culture is to enhance commonness and cohesion, and to stimulate employees' enthusiasm and ability to enhance the organization's economic efficiency. In addition, organizational culture greatly influences employee behavior. The aim of this study is to seek out however organizational culture affects employee behavior. It is important to understand that in order to improve the organization's business management and let the organizational culture have the right impact on employees. The results of the study indicate that organizational culture primarily impacts motivation, promotes individual learning, affects communication, and improves organizational values, group decision making and resolution conflicts.

Keywords: Organizational Culture, Organizational Behavior, Employee Behavior

INTRODUCTION

Organizational culture is outlined because the underlying beliefs, assumptions, values and ways in which of interacting that contribute to the distinctive social and psychological surroundings of a corporation. structure culture includes Associate in Nursing organization's expectations, experiences, philosophy, moreover because the values that guide member behaviour, and is expressed in member self-image, inner workings, interactions with the surface world, and future expectations. Culturere relies on shared attitudes, beliefs, customs, and written and unwritten rules that are developed over time and square measure thought-about valid. Culture additionally includes the organization's vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits. structure culture varies from company to company and sometimes could also be tough to boost. In terribly giant companies, staff at the bottom level usually feel that they are doing not pertain the CEO's and government team and so they are doing not feel a robust sense of structure commitment moreover. In these cases, jobs become simply a method of "getting a pay check" and these staff don't seem to be truly connected to the corporate and their role among the corporate.

- Sub organizational culture: Subculture have been defined as organizational segment with different sets of norms, value and belief on basis of geographical areas job requirement and department goals. The commitment of employees toward organization basis upon employee perception that affect upon culture. The social interaction of work place outside organizational consider well for some group.
- Strong Organization Culture: Strong organizational culture refers to a situation where the employees adjust well, respect the organization's policies and adhere to the guidelines. In such a culture people enjoy working and take every assignment as a new learning and try to gain as much as they can. They accept their roles and responsibilities willingly. 13
- Weak Organization Culture: In such a culture individuals accept their responsibilities out of fear of superiors and harsh policies. The employees in such a situation do things out of compulsion. They just treat their organization as a mere source of earning money and never get attached to it

PROBLEM OF THE STUDY

Corporate culture allows employees to accept the existing culture of the organization and to adopt and to work towards the goal of the company. There should be positive culture and the relationship between the employees & employers should be very good within the organization. We should identify various factors & issues of the organization culture & our priority should be to eradicate the negative culture in the organization. To understand & to work for the organization which is driving & influencing the better result for the organization in the betterment of the organization

with all the aspect.

OBJECTIVES:

- To assess the existing culture of the organization.
- To understand the employee and employers relationship within the Org.
- To identify various factors of organizational culture.

LITERATURE REVIEW

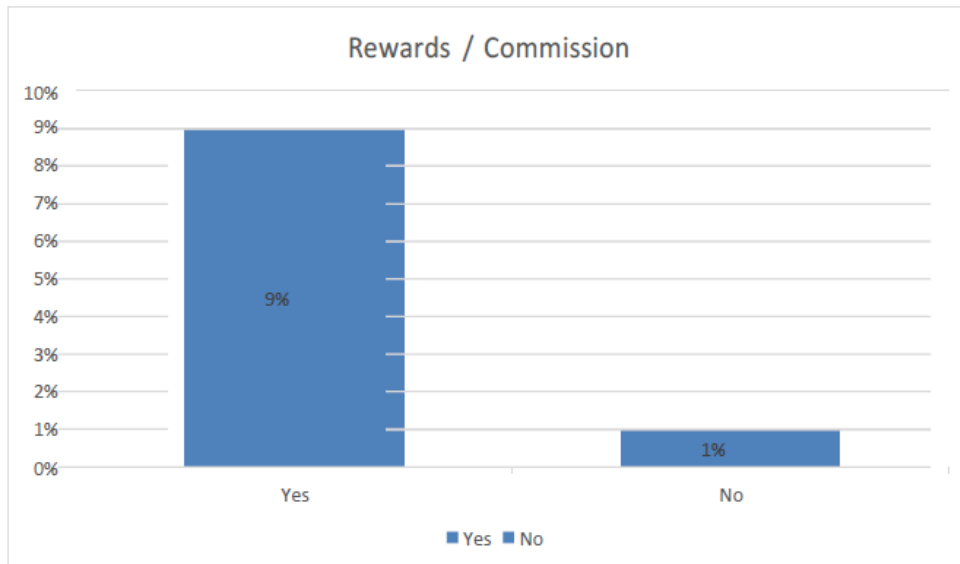
- **Gordon and Cummins (1979)** say that organization culture basically is the effort and contribution of the members of the organization who together perform in order to achieved the goals that are being recognized. Also, Gordon argued with other authors that also the culture may affect the performance of the members but to a particular context and further also exclaimed that being the culture be positive and if it fits with changes of environmental factors may alsolead to higher performance.
- **Hofstede's (1980)** defined culture is the collective thinking of mind which create a difference between the members of one group from another.
- **Carrol (1982)** observed that organizational culture depicts the laws of the organization, customs, behavior of the employees and something that is older generations hand down to younger ones.
- **R Durgadevi, S Vasantha** observed that those in IT Sector the organizational perform anceswere dependent on various factors. He also found that organizational culture in general and different types such as clan culture, hierarchy culture Have a positive impact on performance of the 14 employees. also, in the research he mentions that with a respondent total of 230 the majority seen was male (57%). He thereby concluded by saying that "They should have a special attention to organizational culture and thereby improve the performance of their employees."
- **Carrol (1982)** observed that organizational culture depicts the laws of the organization, customs, behaviour of the employees and something that is older generations hand down to younger ones
- **Boniface C. Nwugwo** expresses through the findings that organizational culture is the basic pattern of shared assumptions, values and beliefs that govern behaviour within a particular organization. He also specifies that for a corporate leader 'it is either a force for change or an insurmountable barrier to it' whereas he also says that for an employee 'it is either the glue that bonds people together or the force that drives them away from the organization.' He also says that different forms of organizational culture are appropriate to different business environments and alsothat this is one area of organizational culture that needs further studies
- **Hall & Hall (1987)** used the computer metaphor to explain the impact of culture on individuals. He likened organizational culture to a large computer that programs the responses and actions of people. They convinced that individuals must learn the programs of their organization's culture in order to make the system work.
- **Schein (1990)** defines organizational culture in a more comprehensive fashion defines culture as values and behavior's that are believed to lead to success and are thus taught to new members. He also says that the culture of an organization may encapsulate negative or unhealthy values or traditions which may not necessarily lead to success and 27 consciously taught but get assimilated by members of the organization unconsciously. "A pattern of shared basic assumptions that the group learned as it solved its problems of external adaptation and internal integration that has worked well enough to be considered valid and therefore, to be taught to new members as the correct way to perceive,think, and feel in relation to those problems.

RESEARCH METHODOLOGY

- **Research Design** - In this we will use Descriptive Research design where we will select survey methods throughquestionnaire.
- **Source of the data** - As a source for the data we will have a questionnaire which will be responded by the workers of Pavit Ceramics Pvt Ltd company through which we will analyze the data then we come to a result.
- **Data collection** - For data collection we are going to use Primary data in which we will do Online Survey and usegoogle form method.
- **Population** - Target population will be the employees of Pavit Ceramics Pvt Ltd.
- **Sampling Design**
- Sampling Size- 100
- Respondents - Employees

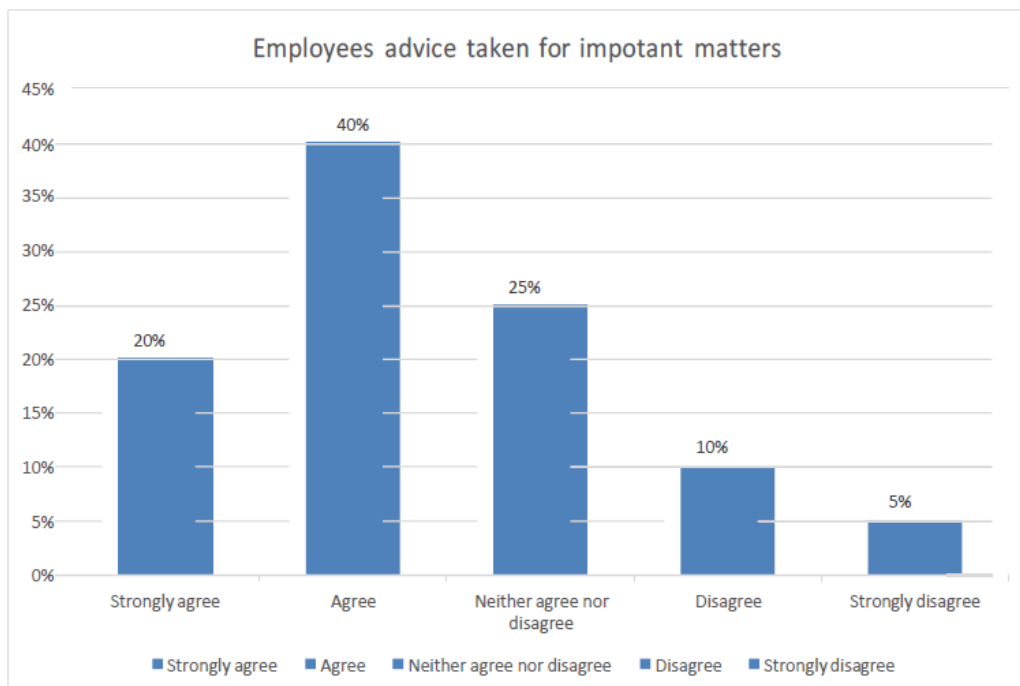
- Research Tool – Questionnaire
- Sample Method – Convenience sampling

DATA ANALYSIS

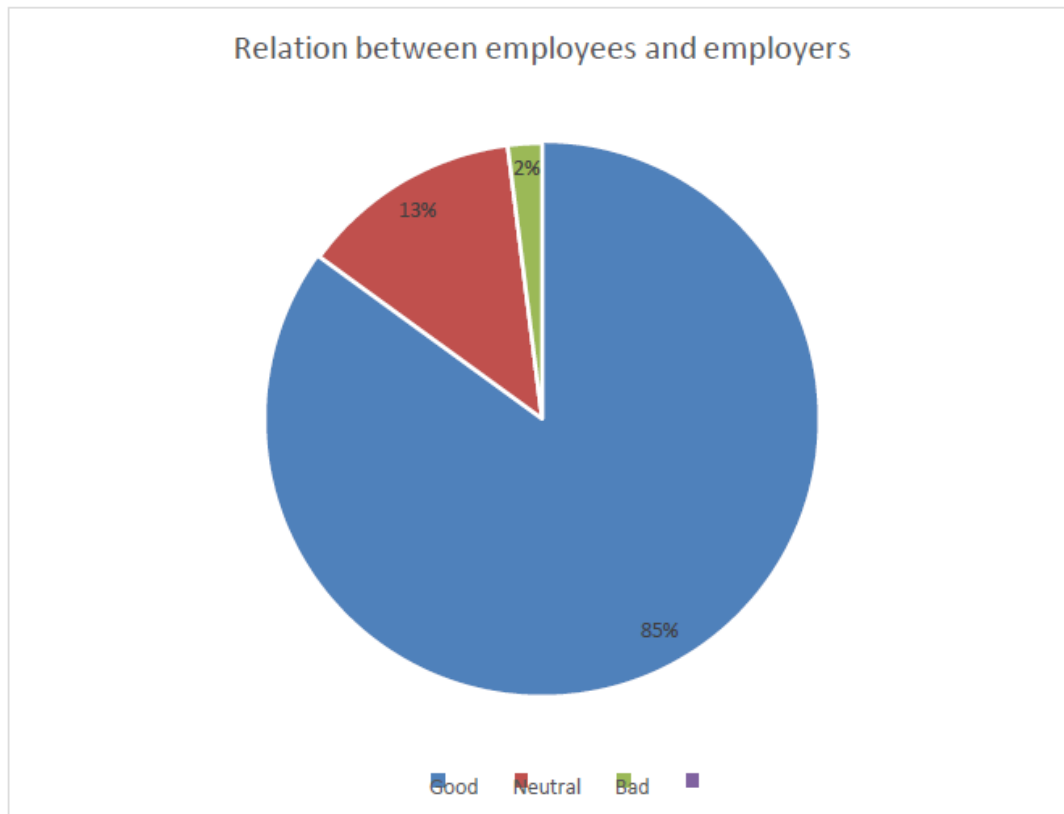


According to the survey, we can say that

- 9% of the employees of the organization are getting good incentives, rewards for their hardwork and for the completion of the projects and their sincere efforts today's work
- While, 1% doesn't believe in this because they must have had a very bad experience as they had not been getting the reward.

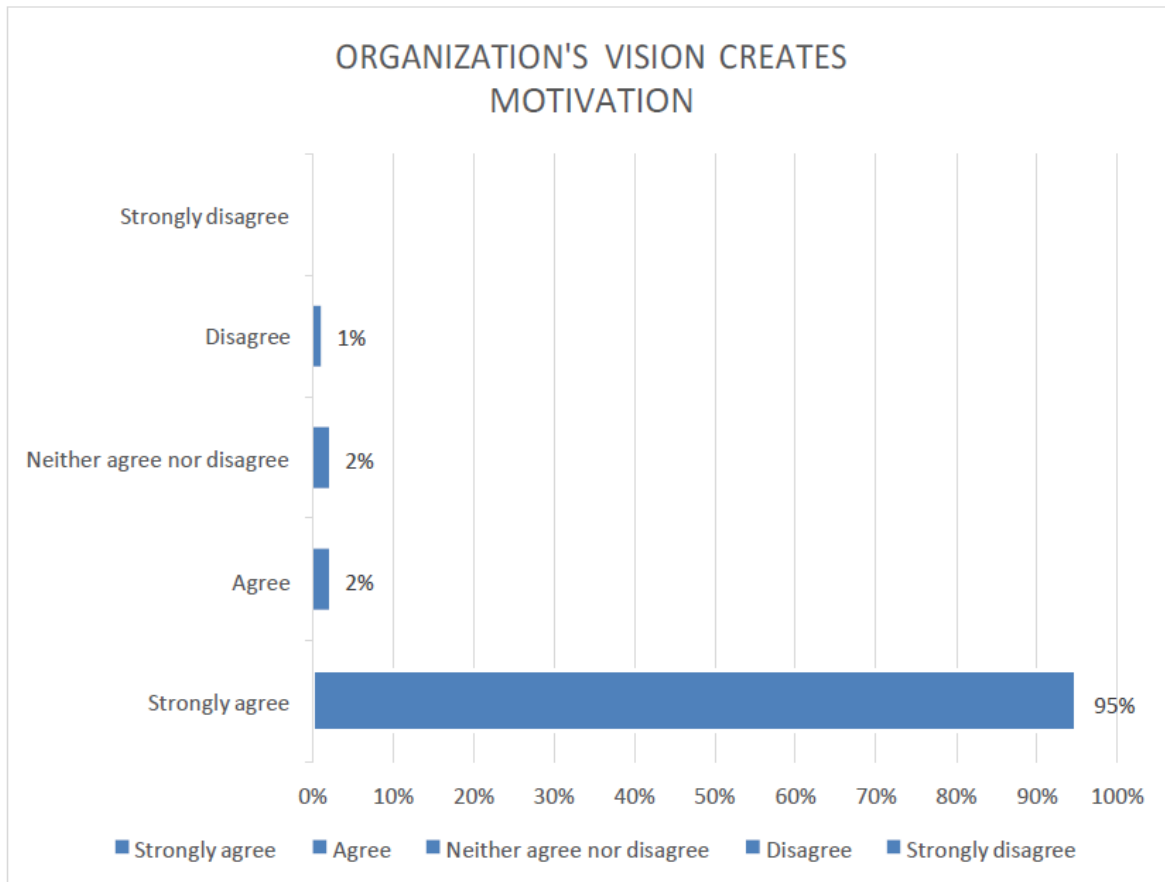


- According to the survey, we found out that does the employees decision and advice matter or doesn't matter in company matters :
- 20% of the employees strongly agreed on the above statement and most of the employees fall under the category of top level management.
- While 40% agreed and 25% employees neither agreed nor disagreed on the statement, as employees were only interested with their own work and not interested in any of the office or management affairs.
- And most of the lower level management disagreed as well as strongly disagreed about the above statement mentioned.



According to the study, we found out that all the employees were happy with the employers or the relation between each and all colleagues were good:

- The relation between employers and employees or between employee and employee or employer and employer were good and there were no as such disputes between any departments.
- Out of all the employees only 2% of the employees described the bad nature of the employers and 13% of the employees were neutral who favored neither in good relation nor the bad relation of the employees or employers



When asked employees about the growth factor and vision motives helping in personal as well as groups and organization growth, we got amazing response which are shown above with the help of chart:

•95% population strongly agreed that there is high scope of growth and vision, mission creates motivation and helps them to grow, which helps the groups growth and also helps with the growth of the organization.

•While 2% agreed and 2% neither agreed nor disagreed whereas 1% disagreed for the motivation creation from the vision and mission statement.

Limitation of the study:

The aim of this study was to find out how organizational culture has impact on employee Behaviour. Because of limited resources and time, only 100 employees were responded. Second limitation is that the questions asked in the questionnaire did not cover all sides of organizational culture, and there was not much time for more questions. The data might not be collected completely and may lead to ambiguity. In addition, observations are subjective, and it is difficult to compare the outcome from different people.

FINDINGS

- Most of the employees believe in this because they are getting good incentives, rewards for their hard work and for the completion of the projects also and few employees doesn't believe in this because they must have had a very bad experience as they had not been getting the reward.
- Except few employees everyone agreed that their boss consults on important matters.

- Seeing the response of the employees most of the employees are strongly agree that the supervisors in Pavit Ceramics Pvt Ltd maintain good relationships with subordinates.
- Employees have a clear idea about the company goal and eventually are motivated by the organization's vision.
- The employees of the organization have a feeling that the existing organizational culture is flexible enough and would be helpful but at the same time also want that there should be an improvement in the organizational culture in order to enhance the employer employee relationship

CONCLUSION

This study created arrange to analysis the organization culture and its impact on worker behaviour. The organization culture in respect of Pavit Ceramics Pvt Ltd works is usually smart. A positive structure culture that's employee-friendly is crucial for a corporation to achieve success. workers align their goals and objectives with structure goals and feel accountable for the general welfare of the organization. As their efforts square measure successively appreciated by the management and befittingly rewarded. The individuals within the organization square measure extremely impelled and unceasingly track their progress against the declared goals. yet, this scientific {research|research} makes a contribution by taking its place amongst the only a few studies in activity of Pavit Ceramics Pvt Ltd research that investigate effects of structure Culture on worker securitybehaviour. It provides an insight for managers on that structure Culture values ought to be fostered so as to encourage info security compliance and that ought to be promoted with caution.

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