



A Study on Organizational Culture and it's Impact on Employee's behavior in Novotel, Chennai

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ABSTRACT

The topic of the project is 'A Study on 'Organizational Culture' and its Impact on employees' behaviour'. It brings out the behavioural aspect of the employees working in Novotel. The main objective of the study is to find the overall performance of the employees. The research design used in this study is descriptive research design. Data from 140 people were collected as population study. Data was collected by survey method through structured questionnaire with close ended questions. The primary data was obtained through questionnaire and secondary data from the company records and through internet.

The purpose of the survey process is to provide a more accurate assessment of the existing culture from the employees' point-of-view and also to assess their behaviours with respect to that of the existing culture. The culture of an organisation consists of the values and beliefs of the people in an organisation. The organisational culture usually has values and beliefs that support the organisational goals. Organizational culture has an impact on employee's satisfaction. The analysis was done through simple percentage analysis and weighted average method.

Keywords: Culture, Behavior, Employees

INTRODUCTION

A hotel's culture is the character and personality of the hotel organization. It is what makes the hotel business unique and is the sum of its values, traditions, beliefs, behaviours and attitudes. A positive hotel culture attracts talent, engages hoteliers in their work and affects performance. Hospitality is one of the world's fastest expanding sectors today. Hospitality management include hotels, events, travel & tourism, luxury services, food services and other related industries. Travel and tourism are the most important contributors to the global economy.

The word hotel is derived from the French hotel coming from the same origin as hospital, which referred to a French version of a building seeing frequent visitors and providing care, rather than a place offering accommodation. Hotels can be categorized in a variety of ways, such as by size, location, services, star rating and amenities. Hotels are most commonly categorized by the level of service full or limited and property type full-service resort, limited-service hotels.

NEED FOR THE STUDY

Organizational culture affects all aspects of your business, from punctuality and tone to contract terms and employee benefits. When workplace culture aligns with the employees, they're more likely to feel more comfortable, supported and valued. It creates a sense of belonging and security for staff because they feel as if they are part of the business. This can help improve team work and to raise and increase motivation.

OBJECTIVES OF THE STUDY

This study is undertaken with the following objectives.

- 1) To assess the existing culture of the organization and to find its impact on employees' behaviour.
- 2) To analyse the overall performance of the employees.
- 3) To learn the employee's relationship with their peers.
- 4) To study the employees, feel about the management.

REVIEW OF LITERATURE

1. **Shafique et al. (2021)** conducted a quantitative study to investigate the impact of HRIS on organizational performance in the banking sector of Pakistan. The study used a sample of 357 employees and found that HRIS has a significant positive impact on organizational performance.
2. **Gholami et al. (2021)** conducted a quantitative study to investigate the impact of HRIS on organizational performance in Iran. The study used a sample of 215 employees and found that HRIS has a significant positive impact on organizational performance.
3. **Akhtar et al. (2020)** conducted a quantitative study to investigate the impact of HRIS on organizational performance in Pakistani firms. The study used a sample of 211 firms and found that HRIS has a significant positive impact on organizational performance.
4. **Hussain et al. (2019)** conducted a quantitative study to investigate the impact of HRIS on organizational performance in the banking sector of Pakistan. The study used a sample of 224 employees and found that HRIS has a significant positive impact on organizational performance.
5. **Bihari and Naranje (2018)** conducted a comprehensive literature review on HRIS, examining its various dimensions such as implementation, benefits, challenges, and critical success factors. The study synthesized and analysed 64 articles to provide a comprehensive understanding of HRIS.

RESEARCH METHODOLOGY

- **Research Design:** The research topic uses a descriptive research design.
- **Sampling Technique:** Convenience Sampling Method is used in this study.
- **Sources of Data:** Primary data through survey questionnaire is done from employees in Novotel, Chennai.
- **Sample Size:** Sample size of 140 employees working in Novotel, Chennai.
- **Study Period:** The research was conducted from January to March 2023.
- **Analytical Tools:**
 - Chi-Square test
 - Correlation

RESULT ANALYSIS AND DISCUSSION

CHI-SQUARE

Gender ^ Careersatisfaction Crosstabulation

Count		Careersatisfaction			Total
		50% - 75	Above 75	Below 50	
Gender	Female	21	33	6	60

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.056 ^a	2	.217
Likelihood Ratio	3.047	2	.218
N of Valid Cases	140		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.86.

a.1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.86. Since p value (0.218) is greater than 0.05 at 5percent level of significations we reject the null hypothesis and accept the alternate hypothesis. Hence there is a no significance difference in Gender & Career Satisfaction in our organization.

Fig. 1 – CHI-SQUARE TEST

CORRELATION

H0: There is no significance difference between work life balance and Involvement of work at Novotel.

H1: There is a significance difference between work life balance and Involvement of work at Novotel.

Correlations

		Workkifebalanc e	Involvementofw ork
Workkifebalance	Pearson Correlation	1	.547**
	Sig. (1-tailed)		<.001
	N	140	140
Involvementofwork	Pearson Correlation	.547**	1
	Sig. (1-tailed)	<.001	
	N	140	140

** . Correlation is significant at the 0.01 level (1-tailed).

Inference:

There's a positive and significant correlation between works life balance and involvement of work.

SUGGESTIONS

1. In training programs practical sessions must receive greater emphasize.
2. The management may enhance the frequency of employee's feedback on their performance.
3. Now, only the employees who belong to committees can participate in decision-making. The management may encourage all the employees to participate in decision-making process.
4. Reduce workload of the employees by hiring additional staff to reduce pressure on employees.

Majority of team shared they prefer to work independently; we can motivate employees to work as a team to achieve organizational goal.

LIMITATIONS OF THE STUDY

- It is difficult to elicit responses from employees who do night shifts.
- The attitude of the worker changes from time to time. Hence the result of the project may be applicable only at present.
- We cannot get exact information because some of the employees are reluctant to share the information.

CONCLUSION

The study about the organizational culture and behaviour on employees reveals that the workers were satisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and rewards etc. They are highly satisfied with the current culture of Novotel. Because of this favourable culture the employees' show positive behaviours like high involvement, highly commitment to the organization, highly motivated and highly flexible to the organizational changes etc.

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