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A Study On Organizational Culture And Its Impact On Employee Behaviour

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Abstract

This study explores the concept of organizational culture and its profound impact on employee behaviour within the workplace. Organizational culture is defined as the shared values, beliefs, and practices that influence the way employees interact, perform, and contribute to the organization's goals. This research aims to identify the key dimensions of organizational culture and how these dimensions shape employee behaviour, motivation, and overall work performance.

The study highlights the importance of a positive organizational culture in fostering a productive and harmonious work environment. By examining various organizational culture models, the research investigates how cultural elements such as leadership style, communication patterns, and employee engagement can directly impact employees' attitudes, job satisfaction, and commitment. Additionally, the research evaluates how employees' behaviours are aligned or misaligned with the core values of the organization and the outcomes that result from this alignment.

The findings suggest that organizations with a strong, clearly defined culture tend to have more motivated employees who are engaged, productive, and aligned with organizational goals. On the other hand, a misalignment between organizational culture and employee behaviour can lead to low morale, decreased performance, and higher turnover rates. Therefore, organizations need to prioritize the cultivation of a positive and supportive culture to enhance employee behaviour and drive organizational success.

In conclusion, this study emphasizes the critical role that organizational culture plays in shaping employee behaviour and influencing the overall performance of an organization. It recommends that organizations

regularly assess and align their culture to meet the evolving needs of both the business and its workforce for long-term growth and success.

Key Words – organizational culture, workforce, workplace, positive organizational culture, employees, motivated

Introduction

Organisational culture ensures that workers strive towards a single objective, fostering collective achievement, by giving clear guidance and fostering a sense of purpose. In the end, an effective organisational culture can propel the company towards higher performance and long-term success in addition to improving employee happiness and well-being.

A company's organisational culture determines the general atmosphere in which it functions, impacting both day-to-day operations and the overall operation of the enterprise. It includes attitudes, values, and behaviours that are expressed and not that influence how workers collaborate, communicate, and make decisions. The atmosphere that characterises the work experience is shaped by this culture, which also dictates how tasks are approached and issues are resolved. A major contributor to employee happiness, engagement, and productivity, it is essential in setting expectations, cultivating connections, and forming the general work atmosphere.

An organization's long-term intentions and strategic direction are shaped by its organisational culture, which also helps it achieve its vision. It also creates the procedures and policies that support the organization's everyday alignment with its mission. An effective culture is a motivating factor that improves worker performance by raising dedication, self-assurance, and moral behaviour while lowering stress levels. More employee engagement is fostered and the organization's overall success is aided by the establishment of a positive and encouraging work environment.

Employee motivation is directly and significantly impacted by the quality of an organization's culture. Employees are more likely to feel empowered, respected, and appreciated when an organisation cultivates a positive and encouraging culture, which in turn boosts their drive to perform well. Creating a robust structure for recognising and recognising employees' efforts and accomplishments is one of the best methods to foster this kind of culture. Recognition is essential for motivating people and reinforcing great behaviours, whether it comes in the form of official awards, public recognition, or small tokens of gratitude.

Review of literature:

1: Corporate Culture and Its Impact on Employees' Attitude, Performance, Productivity, and Behavior: An Investigative Analysis from Selected Organizations of the United Arab Emirates (UAE)

Published: 25 January 2021

In the United Arab Emirates (UAE), employee attitude, performance, behaviour, and productivity are the four main facets of organisational culture that are the subject of this study report. The distinctive culture of each company greatly influences the viewpoints of its workers. The more consistently an organisation follows a strategy, the more likely it is to succeed. The primary objective of this research was to investigate how corporate culture affects the conduct of diverse employee groups. The UAE is a developing country with a workforce that is diverse in terms of nations and ethnicities, each with unique national traditions, dialects, religions, histories, and work habits. This essay looks at two instances in the UAE's remittance and foreign exchange sector as typical of financial firms that employ people from several countries who collaborate despite their sociocultural backgrounds. This study examines the impact of the UAE's diverse workplace culture on workers' viewpoints using a presumptive model, a questionnaire, and existing literature. The findings of this study provide novel evidence in favour of our hypotheses, which state that organisational culture significantly influences the work performance, attitudes, and behaviours of employees from two chosen companies, irrespective of their diverse nations and cultural backgrounds.

2: The Impact of Organizational Culture on Organizational Performance:

A Case Study of Telecom Sector By Mashal Ahmed & Saima Shafiq Islamia University of Bahawalpur, Pakistan

Publisher: Global Journals Inc. (USA) 2014.

"The creation and management of culture is the only truly significant task that leaders perform." If culture is not controlled, it will control you, and you might not even realise how much of this is taking place. In management research, organisational culture is one of the most significant concepts. In this exploratory study, the influence of organisational culture on performance is explained. Numerous telecom franchisees in Bahawalpur are the sites of this study. Finding out how organisational culture affects performance is the aim of this study, which aims to understand how an organization's culture might improve performance. A balance score card is used to gauge how well an organisation is doing. The data is gathered using a questionnaire as part of a quantitative methodology. The survey was taken from an earlier study. Researchers submitted 22 questionnaires to research participants, and 15 of those completed questionnaires were returned to the researchers with full information. According to the findings, every aspect of culture has an impact on the various viewpoints of organisational performance.

3: Strong vs. Weak Organizational Culture: Assessing the Impact on Employee Motivation Thokozani S B Maseko* International for AIDS Care and Treatment Programs, Research Unit, Swaziland

Published February 04, 2017

Motivation and organisational culture are important factors in any organisation. This is because it is widely acknowledged that these factors affect not just the performance of individual employees but also the efficacy, performance, and sustainability of the entire organisation. The idea that culture affects behaviour, decision-

making, organisational strategy, individual motivation, and organisational performance is what motivates interest in organisational culture. Workers are aware of the organisational culture, which they acquire at the workplace, and they then match their career objectives with those of the organisation. Their level of learning and adoption of the organisational culture varies and is influenced, in part, by the The culture of the organisation might be either robust or weak. Employees that lack motivation typically exhibit a dissatisfied attitude at work, which makes them less dedicated and more likely to leave the company. Comparing the effects of strong and weak organisational cultures on employee motivation was the aim of this review.

4: Effect of Motivation, Leadership, and Organizational Culture on Satisfaction and Employee Performance

Published: 2020.08.30

The study uses empirical methodologies to examine how organisational culture, leadership, and motivation affect employee performance and work satisfaction at Wahana Resources Ltd. in North Seram District, Central Maluku Regency, Indonesia. For scholars studying human resources management (HRM), this analysis aims to serve as a critical assessment. 155 employees made up the study's sample, which was chosen through the use of proportionate stratified random sampling. Concurrently, a questionnaire was used to gather data, which was subsequently analysed using Amos's Structural Equation Modelling. The data analysis's findings demonstrated that while organisational culture and work motivation considerably and favourably impacted performance, they had no discernible impact on worker job satisfaction. Although it has a significant effect on workers' job happiness, leadership has no effect on output. The findings of the test of the coefficient determination indicate that motivation, leadership, and culture factors have a 57.4% influence on job satisfaction, whereas these factors have a 73.5% influence on employee performance variables. The rest is influenced by factors not included in this study. Enhancing staff motivation, leadership, and organisational culture is necessary to boost job satisfaction. When job happiness rises, employee performance will inevitably follow behind.

Research methodology

Research Design The foundation for identifying the research challenge is known as the research design. The research design is the term used to describe the planning of the research project's design.

Exploratory Research.

Descriptive Research.

Causal Research

Research design : Research design refers to the setup conditions for data collection and analysis that seeks to balance procedural economy with relevance to the study goal. The questionnaire is well-structured.

Data collection method

from workers in other industries. Conclusions are drawn and the appropriate advice is provided. Descriptive research design was utilised in this project to assess several industries.

Source(s) of Information 40 primarily two sources of information primary as well as secondary. Questionnaires are used to acquire primary data. questionnaire that was used to gather data. principal information questionnaire-based collection.

Primary research involves gathering data directly from the field; researchers who collect primary data receive higher responses; secondary research involves gathering data using pre-existing theories, data from other researchers, or secondary sources; and the majority of research questions are addressed by combining primary and secondary data.

Population : A sample of 101 employees is anticipated to be chosen for this project from this group. Clerical employees, such as crew members and hostesses, will be chosen from the industrial industry. Gender or age will be taken into consideration as a criterion in this procedure.

Sampling Method:

Through the use of sampling strategies, one can limit the amount of data that must be collected by focussing on data from a subset rather than all potential situations or things. Sampling approaches take into account the gathering of data from subgroups, which helps to reduce the amount of data that must be acquired from the aggregated population. According to Henry (1990), a number of scholars contend that employing samples rather than censuses increases overall accuracy. 5.5 Sampling Frame This framework will be used as a basis for choosing L&T Ltd. and its employees who share the goals and focus of the research.

Data Collection

The instrument used in this study to collect data was a questionnaire. A questionnaire is an organised, pre-planned series of questions designed to elicit responses from potential respondents. The research goal under investigation is reflected in the questions on the questionnaire. Any attitude must be measured by the researcher by collecting relevant statements from the literature and then turning them into questions.

Findings:

Satisfaction with Management Practices: A sizable percentage of workers express conflicting views about the fairness and openness of management, especially those in the younger age range of 18 to 25. While some

respondents show a high degree of trust, others exhibit scepticism regarding management's dedication to ethical behaviour.

Internal Communication and Collaboration: Based on the responses, it appears that most people agree that there are normally open lines of communication between management and departments. But there's a disconnect between how people view free communication and how much management actually takes recommendations or criticism seriously.

Employee Benefits and Incentives: According to the responses, workers in a range of income brackets place a high value on perks like bonuses, allowances, and fringe benefits. Regarding the allocation of these advantages, there are, nevertheless, differing degrees of pleasure and perceived justice.

Employee Engagement: There is compelling evidence that a large number of workers believe their managers take the time to consider their ideas and that teamwork is generally valued. The effectiveness with which these recommendations are applied, however, might be enhanced.

Challenges in Management Changes: Some workers believe that changes in management don't necessarily make their tasks simpler, which could be a sign of a gap between leadership-level strategy choices and the real experiences of workers on the ground.

Suggestions:

Enhance Trust and Transparency: The organisation should endeavour to create a more open decision-making process in order to allay worries over managerial trust. Regular updates, openness to employee concerns, and transparent communication regarding organisational changes could all be part of this.

Increase Employee Involvement in Decision-Making: The company should look into additional ways for staff members to offer suggestions and comments in order to cultivate a more involved workforce. Encouragement and morale could be raised by aggressively soliciting employee opinion on strategic choices and working to put workable ideas into practice.

Improve Communication and Collaboration: Frequent team-building exercises, cross-functional initiatives, or frequent feedback meetings may present chances to strengthen interdepartmental collaboration, even when departmental communication is typically regarded as open.

Review and Standardize Employee Benefits: A better organised method of allocating incentives, allowances, and other perks could contribute to a feeling of equity. Better communication regarding the availability and distribution of these perks, as well as transparent criteria for them, may contribute to increased employee satisfaction.

Support Employee Development and Career Growth: Expanding training programs or career development efforts, particularly in management abilities, may help close the gap between management practices and employee satisfaction. Furthermore, making professional advancement pathways more obvious may lessen feelings of discontent and stagnation.

conclusion

In conclusion, Employee behaviour is greatly influenced by organisational culture, which also affects motivation, job satisfaction, and general performance. A strong, upbeat culture makes people feel like they belong, improves teamwork, and motivates workers to share the organization's values and objectives. On the other hand, low productivity, excessive turnover, and disengagement can result from a toxic or misaligned culture. Long-term success is ultimately driven by organisations that deliberately foster a friendly and inclusive culture, which boosts employee dedication and morale. Therefore, enhancing workplace dynamics and accomplishing strategic goals require a grasp of and ability to manage organisational culture.

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