



TO STUDY ON ORGANISATIONAL CULTURE AND IT'S IMPACTS ON EMPLOYEES BEHAVIOUR WITH THE REFERENCE TO PROMPT INFOTECH PVT LTD

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ABSTRACT

Organizational culture is a complex phenomenon and is formed in diversity of ways, it might initiate from the challenge and obstacles that organization features, it may perhaps be an intentional creation of the management and employees working in the organization culture. Culture of the organization is somewhat that can predominantly ground the performance of the employees in the workplace. The main purpose of this article is to study the different types of cultures in an organization and to study the relationship between organizational culture and organizational performance. Descriptive research design was adopted in this study. Totally 120 IT employees has respondents were selected to fill the questionnaire for this study. Findings of this study are only related to the IT employees from Coimbatore.

Keywords: Maintain of good relationship, Employee outcome

I. INTRODUCTION

The term culture is stated as the set of values, customs, belief and behaviors that are commonly followed by the society. (Hofstede et al., 1990) defines the same stating Organizational culture is " a collection of values, beliefs and norms shared by its members and reflected in organizational practices and goals". The relevance of this definition provides that it facilitates the progress in selection to swift the prospect for portion creative talent, testing and risk enchanting.

The main aim of this article is to study the different types of cultures in an organization and to study the relationship between organizational culture and organizational performance. Ouchi (1981) examines a positive relationship between organization culture and Performance.

Culture is one of the most prevalent topics that exist within an organization and this guides the values as well as beliefs of employees within their working premises. Furthermore, this sort of culture also allows the employees to perform better for improving and fulfilling the goals and objectives of an organization. Furthermore, this culture also guides employee behavior thereby affecting their performance. Employee behavior is essential that allows employees to perform better within an organization. This research study will discuss the impact of this organizational culture on employee behavior as well as their performance rate.

OBJECTIVES OF THE STUDY

1. To study the relationship between organizational culture and communication patterns and channels and its impact on employee behaviour and engagement.
2. To study the impact of different leadership styles and behaviours on employee motivation, productivity, and retention in the context of organizational culture.
3. To study the relationship between aspects of organizational culture such as work-life balance, psychological safety, and employee well-being and behaviour.

SCOPE OF THE STUDY

To investigate the relationship between organizational communication and culture, and its impact on employee engagement and behaviour examine the impact of leadership styles and behaviours on organizational culture and employee outcomes such as motivation, productivity, and turnover.

II. REVIEW OF LITERATURE

1. **Shadev Singh Shekhawat, Suman Choudhary (2018)** done their research on “A Study On Organisational Culture And Its Impact On Employees Behaviour“. Organisational culture involves various beliefs and norms within an organisation. These have a definite impact on employee performance. Furthermore, it has been seen that productivity and profitability were affected by organisational culture. These overall influences their performance level that augments the productivity. Furthermore, it has also been seen that organisational culture affects the employee's behaviour.
2. **M.Sujatha, P.Bharathi, M.Vedavathi (2018)**, "Impact of Organization Culture on Employee Behaviour". Organizations are among the key units of the society. During their establishment and development, a specific kind of organizational culture eventually appears. The purpose of organizational culture is to improve solidarity and cohesion, and to stimulate employees' enthusiasm and creativity to improve the organization's economic efficiency. In addition, organizational culture greatly influences employee behaviour. Organization culture help develop professionalism among its employees. It promotes standardization in various systems and subsystems, which reduce role conflict to a great extent. Once the culture is developed, it virtually becomes a people's organization from a functional point of view that promotes risk-taking among managerial cadre and generates novel ideas. 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 mainly impacts on motivation, promotes individual learning, affects communication, and improves organizational values, group decision making and solving conflicts.
3. **Salehipour & Ah mand, (2018)** A recent study titled culture and employee performance, found that the culture has a meaningful impact on personality as well as the commitment of the employee but it does not have a statistically significant influence on the worker performance (Sahertian, Setiawan, & Sunnaryo)
4. **Rita Aryani & Widodo Widodo (2020)** done their reach work on "The Determinant of Organizational Culture and Its Impact on Organization: A Conceptual Framework" This research was conducted to find a conceptual framework of organizational culture that can be relied upon to build and develop organizations. Research methods use a literature review by relying on data sourced from various relevant literature, both books, and journals. The data were analysed by critical analysis. The results of the study found conceptual framework of organizational culture mediating the effect of transformational leadership and organizational communication media on motivation, organizational commitment, job satisfaction, engagement, job involvement, innovation, OCB, productivity and performance. This conceptual framework can be utilized by academics, researchers and practitioners in the future as an effort to build and develop highly.
5. **Rita Aryani & Widodo Widodo (2020)** done their reach work on "The Determinant of Organizational Culture and Its Impact on Organization: A Conceptual Framework" This research was conducted to find a conceptual framework of organizational culture that can be relied upon to build and develop organizations. Research methods use a literature review by relying on data sourced from various relevant literature, both books, and journals. The data were analyzed by critical analysis. The results of the study found a conceptual framework of organizational culture mediating the effect of transformational leadership and organizational communication media on motivation, organizational commitment, job satisfaction, engagement, job involvement, innovation, OCB, productivity and performance. This conceptual framework can be utilized by academics, researchers and practitioners in the future as an effort to build and develop highly competitive organizations.
6. **Harikumar Pallathadka (2020)** done his research work on "Influence Of Organizational Culture On Employee Behaviour". The relationship between an organization's success and its culture has been extensively researched. Scholars from both developed and developing countries have investigated the connections between various organizations. While there is agreement that the two have a good relationship, scholars have differed on the extent of that relationship. While researchers agree that a strong organizational culture improves employee efficiency, the extent to which it does so is a point of contention. The author of this paper uses a literature review to investigate the effect of organizational culture on employees' actions, attitudes, and efficiency. We then use evidence and literature from around the world to explore the effect of organizational culture on employee performance. Organizational culture has been found to affect employee actions and loyalty to the company and their efficiency, both directly and indirectly. However, it is yet to be determined which feature of corporate culture has the greatest effect and yields the greatest return on investment
7. **Mohammed and Mohsin (2020)** shows the effectiveness of the organizational culture and how the organizational culture helps to achieve management requirements. Moreover, organizational culture also influences the managerial performance and knowledge management in various organizations (Rashid & Bin Yeop, 2020).
8. **Demir et al., (2020, 2021)** There have been more than 60 research studies conducted between 1990-2007, including 7600 small business units and companies, all in search of an answer to the question of whether organizational culture had an impact on the performance of an organization or not (Shahzad et al., 2012).
9. **Dr. N. Bhaskara Rao (2021)** done research on "Organization Culture and Its Impact On Employees Behaviour". The culture of an organization consists of the values and beliefs of the people in an organization. The organizational culture usually has values and beliefs that support the organizational goals. Organizational culture has an impact on employee's satisfaction. From the analysis it was found that the employees were much satisfied with their interpersonal relationships, co-ordination and integration between various departments of the organization, and also the rewards & incentives given by their management. But the management has to provide more practical sessions in training programs to improve their performance in their respective fields. Such training programs will help them to enhance their knowledge in the respective fields.
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III. RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the research problem

Method of Data Collection

In this research the data was collected through questionnaire method.

Sample size

The sample size of this study is 120.

Tools used

Correlation

IV. DATA ANALYSIS AND INTERPRETATION

CORRELATION

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases. For example, height and weight are related; taller people tend to be heavier than shorter people.

Table No: 4.1

Employees who don't share the same organizational beliefs should be let go and Companies should prioritize creating new traditions to keep up with changing times

		Employees who don't share the same organizational beliefs should be let go	Companies should prioritize creating new traditions to keep up with changing times
Employees who don't share the same organizational beliefs should be let go	Pearson Correlation	1	.549**
Companies should prioritize creating new traditions to keep up with changing times	Pearson Correlation	.549**	1
**Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE

From the above table shows that the increasing of 1 percentage Employees who don't share the same organizational beliefs should be let go will increase 0.549 percentage of Companies should prioritize creating new traditions to keep up with changing times.

Table No: 4.2

An organization's culture is shaped by its employees behaviours, attitudes and belief and Strong organizational beliefs are necessary for a company to succeed

		An organization's culture is shaped by its employees behaviours, attitudes and belief	Strong organisational beliefs are necessary for a company to succeed
An organization's culture is shaped by its employees behaviours, attitudes and belief	Pearson Correlation	1	.291**
Strong organisational beliefs are necessary for a company to succeed	Pearson Correlation	.291**	1
**Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE

From the above table shows that the increasing of 1 percentage An organization's culture is shaped by its employees behaviours, attitudes and belief will increase 0.291 percentage of Strong organizational beliefs are necessary for a company to succeed.

V. FINDINGS

1. The increasing of 1 percentage free discussion between superiors will increase 0.549 percentage of employees and implementation of safety norms in the organization.
2. The increasing of 1 percentage I get decent income for the job I perform will increase 0.291 percentage of availability of pleasant physical environment.

VI. SUGGESTION

In training programmes practical sessions must receive greater emphasize, the management may enhance the frequency of employee's feedback on their performance. 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. Training program must be extended to most of the employees in the organization. Organization must try using the employee's abilities to the fullest. The organization needs to be less bureaucratic and more flexible and there is room for improvement in the way directions are given by top management down the line in solving work related problems. There is a need for salary revision, provide more rewards, incentives and bonuses based on them performance to motivate the employees. Importance must be given in implementing more employee motivational programs as employee motivation influences overall performance of the organization. The organization needs a charismatic leader and an effective leadership style.

VII. CONCLUSION

Organizational culture can be considered as an essential ingredient of organizational performance and a source of sustainable competitive advantage. This paper presented a synthesis of various renowned literature concerning the role of organizational culture on business performance in a perspective of the corporate group. It was found that organizational culture has a strong impact on the organizational performance. Empirical evidences further showed that lack of cultural integration between member companies was a primary cause of failure in corporate groups. Therefore, it is ascertained that cultural enhancing would result performance enhancement.

Moreover, this paper highlighted the prevailing theoretical and empirical gaps in the area of organizational culture towards corporate performance, and hence the findings may be useful for future similar studies. More research can be done in this area to determine the nature and ability of organizational culture in manipulating corporate performance.

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