



## REDEFINED AND IMPORTANCE OF ORGANIZATIONAL CULTURE : ANALYTICAL STUDY AT JM FRICTECH INDIA PVT LTD,KANCHEEPURAM

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### ABSTRACT

This paper focuses on the defining organizational culture and sheds the light on the important studies on the topic. It sheds the light on the organizational culture. This paper also throw light on the definition, importance and elements of Organizational Culture. In current scenario organizational culture is increasingly understood as a company asset that can be used to increase business performance and job performance, while important, organizational culture is a slippery concept to concretely define. This paper deals with the historical development and foundational understandings of the term organizational culture.

**Keywords:** organizational culture, organizational culture and leadership, organizational culture change.

### INTRODUCTION

The word culture has been derived from idea of cultivation which means the patterns of development. This pattern differs from country to country and society to society. The field of organizational behaviour and the related discipline of management science began investigating organizations in terms of culture as early as the 1930s. Hawthorne studies at the Western Electric Company marked the first systematic attempt to use a concept of culture to understand the work environment. Organizational Culture is a Human Resource Management concept which is used to improve the general culture within a company and organization. The culture creates good working relationships and promotes ethical communication between employees. It also help employees in making decisions in the situations where there are no formal rules or policies, situations that haven't been experienced yet. Brice (2009) also stated that an organization's cultural norms strongly affect all who are involved in the organization. Organizational culture includes an organization's expectations, experiences, philosophy, values that hold it together and is expressed in its self-image, inner workings, interactions with the outside world as well as future expectations. It is moral and ethical norms that have been developed in an organization and are considered valid. For example how power and information flow in organization and how committed employees are towards collective objective. It affects the organization's productivity, performance and provides guidelines on customer care and service, product quality and safety, attendance and punctuality, concern for the environment. Each organization has it's own



unique organizational culture. However, the Organizational culture is not a separate, self-sufficient entity in itself, but rather one part of a whole.

### **STATEMENT OF THE PROBLEM**

Organizational Culture influences to a great extent the performance of the employees because it has a major impact on motivation and job satisfaction of individual employees. Organizational Culture determines the work environment in which the employee feels satisfied or dissatisfied. Since satisfaction determines or influences the efficiency of the employees, we can say that organizational Culture is directly related to the efficiency and performance of the employees. The organizational Culture can affect the human behaviour in the organization through an impact on their performance, satisfaction and attitudes. Organizational Culture of different companies in the same Industry may vary, based on the type and size of the company.

### **OBJECTIVES OF THE STUDY**

- To study the work culture of the JM Fricttech India Pvt Ltd (JMI) industries at Chennai
- To analyze the employer-employees relationship in the concern.
- To identify the conditions of employee and change atmosphere.
- To find out the importance of organizational culture.
- To suggest suitable measure for improving the organizational culture.

### **NEED OF THE STUDY**

- People are affected by the culture in which they live. Similarly, an individual working for any organization with a firmly established culture will be taught the values, beliefs, and expected behaviours of that organization.
- There is at least some sound evidence that variations in cultural values may have a significant impact on employee turnover and possibly employees' job performance.
- Hence the study of organizational culture is important for the understanding and practice of organizational behaviour

### **SCOPE OF THE STUDY**

- Organization culture helps the management to know the workers satisfaction and dissatisfaction about the company. It helps the management to know the workers feelings about the rules and regulations of the Industries.
- It helps the management to prevent any other job seeking by the workers.
- The scope of the study analysis with research design for primary sources in the interview scheduled.



- Therefore, it is important to have a research study on organization culture.

## **HYPOTHESIS OF THE STUDY**

### **NULL HYPOTHESIS**

HO: There is no significance relationship between Age of the respondents and Management gives fair treatment to employees.

### **ALTERNATIVE HYPOTHESIS**

H1: There is a significance relationship between Age of the respondents and Management gives fair treatment to employees.

## **RESEARCH DESIGN**

Research design is a blueprint of a scientific study. It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis

## **RESEARCH METHODOLOGY**

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here.

## **TYPES OF RESEARCH**

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation.

## **DATA SOURCE**

Data was taken mostly through primary data. However company and product profiles were referred too. A structured UN- disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

## **SAMPLING TECHNIQUES**

The sampling techniques was used for the survey was simple random sampling.

## **SAMPLE SIZE**

Total No. of employees: 200 Sample size for the study: 150

## **METHODS OF DATA COLLECTION**

Data in the study are following two types:

- Primary data
- Secondary data

## **PRIMARY DATA**



Primary goal is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. A questionnaire is a popular means of collecting primary data. A questionnaire is a list of question for the own.

## SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

## TOOLS USED FOR RESEARCH

- Simple Percentage Method
- Chi – square test
- Correlation

## REVIEW OF LITERATURE

**AlperErtürk (2017)** The purpose of this study is to explore the way to enhance openness to organizational change of employees and their participation, managerial communication and trust in one's supervisor. The results indicate that the relationship between managerial communication and openness to change mediates fully on one's supervisor, whereas it partially mediated the openness and employee participation relationship to change the employees.

**Graham Mole (2017)**organizational culture affects behavior in six aspects. First of all, organizational culture has as a guiding role. Organizational cultures not only clearly affect the highest or long-term objectives, but also target the organizational objectives as individuals' goals. The objectives set by the organization allow its members to feel the value of work and inspire the desire of succeeding.

**Mohammad Essawi (2017)** The author suggest constructive confrontation approach for organizational culture management which provides the details about the transformation of confrontation caused by values of newly declared organizational culture and employees current values in constructive process. The approach involves organizational cultural change planning and its adoption. The paper discusses about the merger and Acquisition of organizations. The author suggests that mergers and acquisitions make the organization risky especially when it is present in different countries, fails to achieve the intended benefits but adds values to shareholders.

**Robert D (2018)** the advantages organizational culture has on behavior is also reflected in leadership management. When making decisions, leaders have to confront many complex challenges. A leader's success depends on various factors, for instance on his knowledge and understanding of the organizational culture. The leader who understands his organization's culture and takes it seriously is capable of predicting the outcome of his decisions in preventing any anticipated consequences. It is notable that most human behavior is learned through imitation. In order to get employees to behave as expected, leaders' example is indispensable.



## SUGGESTIONS:

- Although many organizations understand that is essential for their future, they are reluctant to really enhance innovative work behavior.
- In order to enhance innovative work behavior the organizational culture and with that organizational values and leadership should focus on organization culture.
- The process of innovation is mostly unpredictable and therefore a risky process. Resistance of supervisors and co-workers can be expected because innovative ideas for change can implement insecurity and stress due to a higher work-load.
- The organizational culture type adhocracy focuses on entrepreneurship and risk taking.
- In that perspective adhocracy does enhance organization culture. However research indicates family and market culture will enhance organization culture more than other culture types: adhocracy and hierarchy.

## CONCLUSION

Organizational culture directly affects organization and its employees and its helpful in to determine and devolve employee turnover and jobperformance. Organizational culture is the workplace environment formulated from the interaction of the employees in the workplace. The culture gives a sense of collective identity to all the employees in the organization, it creates values and beliefs that go beyond the personal aspirations of the employees. When employee behaviour and decisions are guided by the culture, their actions are better understood by the management. Organizational Culture factor are important to establish a strong working environment, a better human relation which motivates employees to perform duties and put their maximum output towards achievement of organizational goal along with their personal objective. A strong work culture and organizational culture play a major role in devolvement of any organization and provide strength to faces global challenges, changing environment and cut-throat competition. A healthy culture is the sign of healthy organization..

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