

A Study on Impact of Organization Culture on Employee Behaviour

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Abstract- *Organizational culture is characterized by beliefs and convictions that support the organization's objectives. Corporate culture has an effect on employee conduct. Interpersonal relationships, coordination and collaboration between different organizational units, as well as the rewards and incentives provided by their management. The management must have the following qualities in order to improve their success in their respective fields*

Keywords- Organization culture, Employee behaviour

I. INTRODUCTION

The organization culture is they have some norms, morals, beliefs. Employees follow rules and regulation in the particular organization. Organization culture variables are Innovation, Leadership, decision making, communication, interpersonal relationship, team work, rewards and incentives. Impact of the organization how employees behave in particular situation in the organization like positive attitude, high commitment, Involvement, aggressiveness and etc....

II. REVIEW OF THE LITERATURE

Geert et al., 2010.“The performance guidance is focused on different values and different norms that makes culture effective.

Robbins and Sanghi (2007).Organizational norms, principles, and convictions have a significant influence on success and sustainability.

Ritchie (2000). organizational culture affects such outcomes as productivity, performance, commitment, self confidence, satisfaction and ethical behavior. Similarly, more recent writers have stated that organizational culture impacts on any organization, its employee performance and job satisfaction and ultimately its financial performance. Furthermore, it has also been noted that organizational culture helps management to find out the suitable strategies and policies which can drive employees to contribute themselves and lead to organizational performance.

Denison & Neale (1996), Denison & Young (1999), and Fey & Denison (2003).proposed a total of 12 dimensions, with three sub-dimensions for each characteristic. The four major cultural traits are listed below, along with their subdimensions: The characteristics of the involvement trait include skill growth, team orientation, and empowerment. The core principles, consensus, and an unwavering dedication are all features of the consistency trait.

Gordon and DiTomaso (1992) and Denison (1990). argue that cultural characteristics can influence performance, but only in a limited or context-dependent way. They go on to claim that if culture matches with changes in environmental factors in the background, it can lead to higher results. Researchers recently stated that cultural characteristics cannot be copied and therefore may be a cause of organ transplant rejection.

Furnham and Gunter (1993). is the internal alignment and organisation of a company's activities and employees. Internal integration is the societal interaction of new members with existing members, which creates organisational boundaries, feelings of belonging among individuals, and organisational engagement. The basis is a shared structure.

Schein (1990, p. 111).“A pattern of basic assumptions community has invented, found, or developed learning to cope and problems of external adaptation and internal integration, have performed well enough to be considered true, and taught to new members the correct way to interpret, think, and feel in relation to those problems.

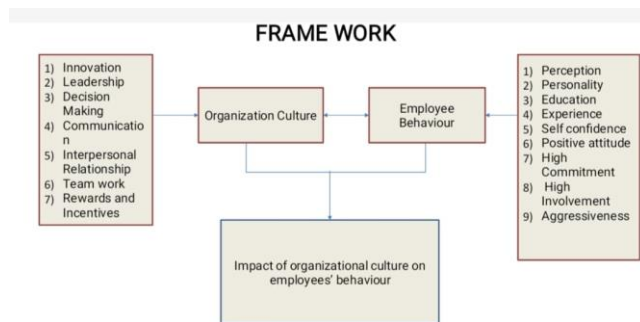
“A system of norms, policies, procedures, rewards, and expectancies within which individual and collective competence can flourish,” **according to Hall (1988, p.308).** “Every organisation has a specific character of spirit, which we can call culture, which is exposed in a dominant set of values, beliefs about the significance and basic nature of individuals, and authority norms.

“A system of norms, policies, procedures, rewards, and expectancies within which individual and collective

competence can flourish,” according to **Hall (1988, p.308)**. “Every organisation has a specific character of spirit, which we can call culture, which is exposed in a dominant set of values, beliefs about the significance and basic nature of individuals, and authority norms. organisational occurrences in a specialised style of expression that professionals in some firms share entirely with colleagues outside the firm as opposed to those within the firm; and in different expressive symbols everywhere that subgroups come together in the development of their common sense of mission (**Zheng & McLean, 2010**).

Gordon and Cummins (1979) define organization culture as the drive that recognizes the efforts and contributions of the organizational members and provides holistic understanding of what and how is to be achieved, how goals are interrelated, and how each employee could attain goals

III. FRAMEWORK OF THE STUDY



IV. ORGANIZATION CULTURE

Innovation : process that an individual or **organization** undertakes to conceptualize brand new products, processes, and ideas, or to approach existing products, processes, and ideas in new ways. In the world of business, there are many different types of **innovation** that a company might pursue

Leadership: The action of leading people in an **organization** towards achieving goals. A **leader** sets a clear vision for the **organization**, motivates employees, guides employees through the work process and builds morale. **Leadership** involves leading others toward achieving clear goals.

Decision making :The **process** of **making** choices by identifying a **decision**, gathering information, and assessing alternative resolutions. Using a step-by-step **decision-making process** can help you make more deliberate,

thoughtful **decisions** by organizing relevant information and defining alternatives

Communication :He sending and receiving of messages among interrelated individuals within a particular environment or setting to achieve individual and common goals. ... Individuals in **organizations** transmit messages through face-to face, written, and mediated channels.

Interpersonal relationship : A strong **association** among individuals working together in the same organization. Employees working together ought to share a special bond for them to deliver their level best.

Incentives reward :Workers for performance and productivity through money. These **incentives** include employee stock options, profit sharing plans, paid time off, bonuses and cash awards. Additional monetary **incentives** include annual or semi-annual bonuses, such as mid-year and end-of-year **rewards**.

V. EMPLOYEE BEHAVIOUR

Personality : Dynamic because mental structures of individual **employees** continuously develop over their lifetime. Further, in **organizational behaviour** studies, the **personality** and the individual behavioural pattern of the **employees** become an important construct to adjust and succeed in work situations.

Perceptions: Research has shown that what **employees perceive** from their work situation influences their productivity most. ... Those individuals who **perceive** their jobs as negative are likely to have increased absenteeism, more frequent turnover and less job satisfaction.

Employee experience : How **employees** react rationally and emotionally... to the how their **organizational** and external environments... enable them to achieve goals and satisfy needs that are important to them. ...

Self-esteem : knowing you're good and wearing it well. ... From an **organizational** perspective, “**employees** who feel good about themselves are typically able to focus better, need less time off, and generally get along well with coworkers

Positive attitudes :Towards work and co-workers (such as contentment, friendliness, etc.) These **positive attitudes** are usually manifested in a person's **behavior**; people with a **good attitude** are active and productive and do what they can to improve the mood of those around them.

High organizational commitments; Related to superior business performance, increased profitability, improved productivity, **employee** retention, customer satisfaction metrics, reduced customer churn, and above all improving the workplace culture.

High involvement :Management has significant impacts on firm and **employee** outcomes. ... Multiple theoretical frameworks link **high involvement** management to **employee** well-being and positive health outcomes.

Aggressiveness: Physical violence, such as biting, hitting, and kicking. Verbal hostility, like sending threatening messages through emails, phone calls, or social media, or making threats against someone's life, shouting, and swearing

VI. RESEARCH METHODOLOGY

This study was is conducted based reference of various journals related to organization culture and employee behaviour and also journals that interalated the both.

VII. DISCUSSION AND CONCLUSION

The findings of the organization culture is impact on employees positive attitude revealed, self motivate by themselves, high concentrated on work, adopt new culture, communicating to each other and etc

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