



“Impact of Organizational Culture on Employees Behaviour at Bedi Construction Jabalpur”

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Abstract

The objective of the paper is to assess the impact of Organizational Culture on Employees Behaviour and its influence on overall performance of employees, employees retention and in Talent Management.

Keywords:- Organizational Culture Employees Performance, efficiency and Talent Management.

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I. Introduction

Organizational culture refers to a system of shared assumptions, values, and beliefs that helps employees to understand what is appropriate and inappropriate behaviour. These values have a strong influence on employee behaviour as well as organizational overall performance. Culture is by and large invisible to individuals. The culture creates the environment in the organization and influences the nature of the long-term plans that move the organization toward its vision. Human behaviour is significantly determined by organizational culture. As one of the biggest authorities in the field says, organizational culture is a reflection of the basic assumptions shared by members of a group, which defines the group's view of itself and its environment as well as its way of performing daily activities. At present, there is a growing interest in studying the relationship between the organizational culture and the company performance resulting from its competitiveness. It seems that with the world economic globalization aggravating, organizational culture as a soft power has become a weapon used to seize the opportunity to meet the challenges and achieve sustainable competitiveness.

II. Objectives of the study

1. The aim of this study is to find out how organisational culture affects employees behaviour.
2. Find out the impact of organisational culture on employees performance.

III. Research Methodology.

The study has been carried out by adopting Primary method of data Collection. Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment about the aggregate or totality is made. Simple random sampling method was used in this project. Since population was not of a homogenous group, Stratified technique was applied so as to obtain a representative sample. The employees were stratified into a number of subpopulation or strata and sample items (employees) were selected from each stratum on the basis of simple random sampling. For a research study to be perfect the sample size selected should be optimal i.e. it should neither be excessively large nor too small. Here the sample size was bounded to 100.

TOOLS USED FOR ANALYSIS

Percentage analysis and Graph. One of the simplest methods of analysis is the percentage method. It is one of the traditional statistical tools. Through the use of percentage, the data are reduced in the standard form with the base equal to 100, which facilitates comparison.

Findings

- Working Hours :-According to the analysis 70% employees say yes and 20% employees say no and 10% employees says both some times satisfied and sometimes not satisfied question related with the satisfaction related with the working hours.

- Response regarding organization Culture:-90% employees say yes and 10% employees say no about the question related with the liking company culture.
- Carrying Healthy relation with co-workers :-According to the analysis 85% employees say yes and 15% employees say no about the question related with the teammates.
- Opinion regarding Long Working hours on holidays :According to the analysis 35% employees say yes and 65% employees say no about the question related with the holidays.
- Willingness in contribution towards the organizational goals :According to the analysis 100% employees say yes and 0% employees say no about the question related with the Contribution to the company's goal.
- Satisfaction level of employees towards their valuation by the employer :- According to the analysis 95% employees say yes and 5% employees say no about the question related with the Valuation of the employees in the company.
- Response of employees towards their liking of organizational culture :- According to the analysis 75% employees say yes and 25% employees say no about the question related with the enjoy Culture of bedi construction.
- Satisfaction level of employees towards salary :-According to the analysis 25% employees say yes and 75% employees say no about the question related with satisfaction of salary.
- Satisfaction level of employees towards liking of work allocation :-According to the analysis 85% employees say yes and 15% employee say no about the question related with the work.
- Satisfaction level towards utilization of capabilities:-According to the analysis 70% employees say yes and 30%

IV. Conclusion

Organizational culture greatly influences employee behaviour. The results of the study indicate that organizational culture mainly impacts motivation, promotes individual learning, affects communication, and improves organizational values, group decision making and solving conflicts.

Suggestions

Hire people with the right values and attitudes.

It starts and ends with who you hire. Communicate the behaviour you want. Model the behaviours you want to see. Be observant: Pay attention to behaviour. Reinforce the right behaviour. Further studies on culture could pay more attention in identifying all aspects of organizational culture. Moreover, further studies could also take other factors into account, such as personalities and ethnic culture.

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