

Organisational Culture and Its Impact - Special Reference to India

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Abstract

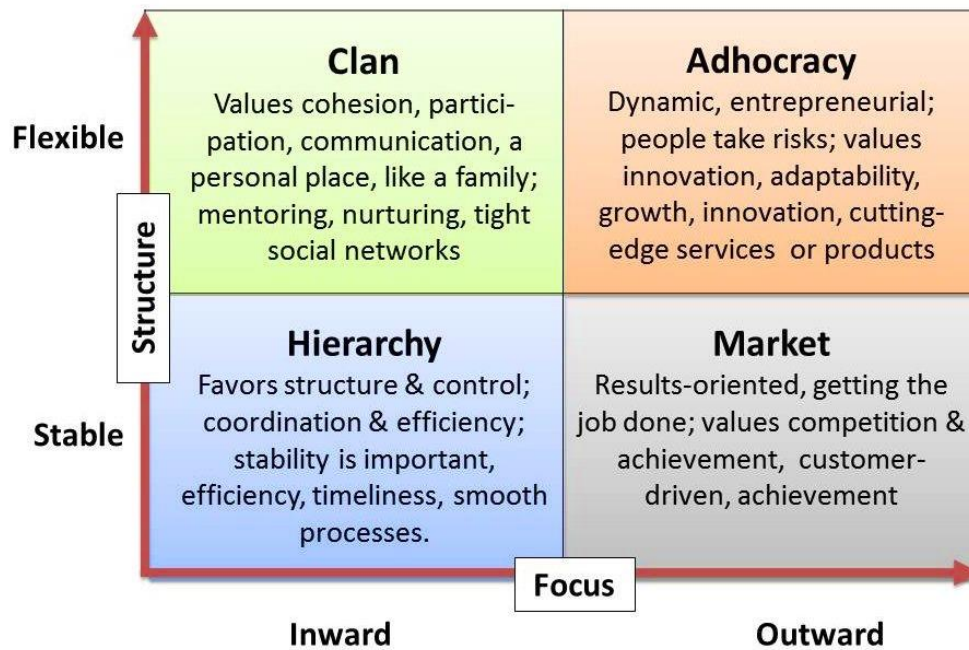
Organisational culture is defined as the underlying beliefs, assumption, values and ways of interacting that contribute to the unique social and psychological environment of an organization. Human behaviour and organisational culture both are inter-related with characteristics, because in this paper we have to discuss about the various dimensions of organisational culture within the organisation. Such characters like included employee, employer, supplier, customer, government, shareholders and suggest some implications to the Indian business organizations/houses. We also speaks about existing working culture followed by the major corporates in the world and suggested to which one is suitable for Indian companies.

Key words: *Organisational culture, Indian, employee, employer, stakeholders*

1. Introduction

The values and behaviour that contribute to the unique and social and psychological environment of an organization. The Organisational culture includes an organisations expectations, experiences, philosophy and values that hold it together and is expressed in its self-image , inner workings, interactions with the outside world and future expectations. Culture defined as some other ways 1. How the organization conduct is business, how its treats their employee and customer, 2.How the organisation give freedom to its employees like decision making, innovation and personal expression 3. Power and information flow in the organizations hierarchy 4. How the employees committed towards organization objectives. Otherwise organisational culture affects the productivity/efficiency of the organization, it display the overall image of the organization.

1.1. Types of organization culture



1.2. Here is a 7 corporate and their excellence culture:

Adobe: This Company following modern cultures that motivate the innovation and invention among their employees, it is not ranking its invention and innovation. Management gives the challenging environment to its employees to learn more.

Facebook: Facebook is the world leading company in the field of social media/IT. It offers its employee’s lots of food, ESOP, open office space, competitive atmosphere, focused team work. It’s is also one of the good culture but Facebook wants to change it to be an organic culture because more number of employees felt stressful in their careers even it had be a good culture.

Google: Google always in the list of companies with great culture, even it gives more pay level, free meals, employee trips, parties, financial bonuses, gyms, a dog friendly environment and soon. The Google employees are well known for their talented and driven among the best of the best. The company also gives motivation and develop the intrapreneurs and entrepreneurs.

Square space: This successful start-up is regularly voted as one of the best place to work in Newyork city. This company culture called “flat open and creative”, this culture gives the no levels of management between the executive and the employees. It also offers 100% coverage of health insurance, flexible vacations, attractive office space, stocked kitchens and monthly celebrations. It creates the many down to earth leaders to upgrade the company.

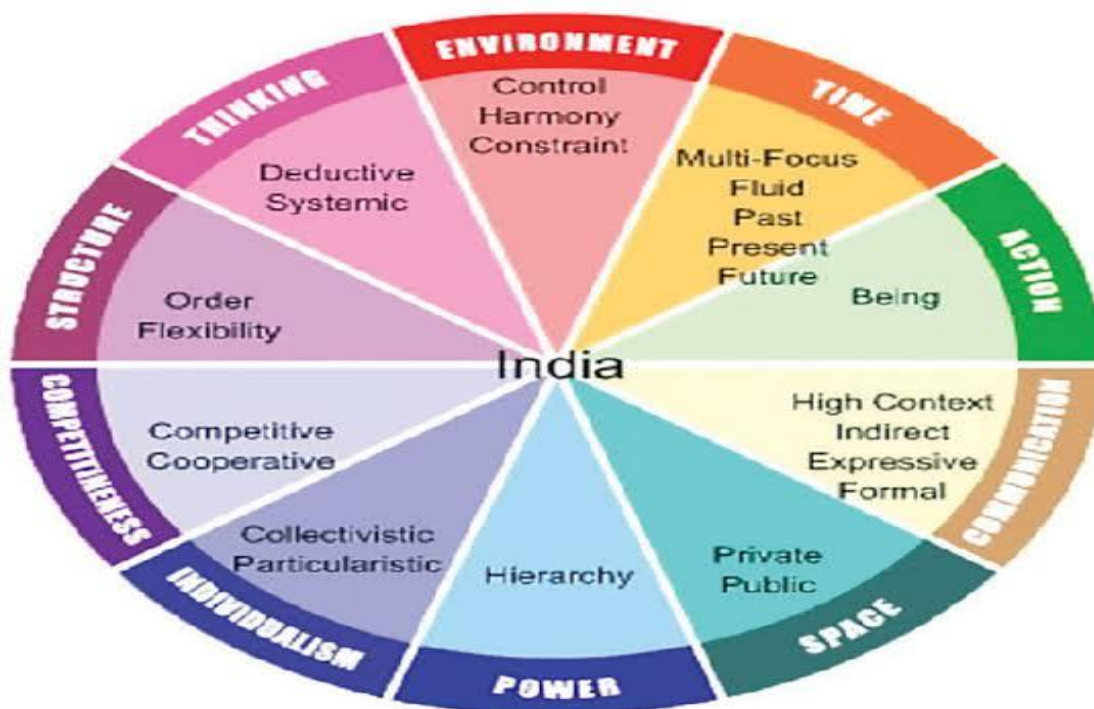
Chevron: Oil and natural gas companies known for its poor public relation and industrial relation but, chevron is different from those it provide 100% safety and health provisions to its employees, they feel proud for working to chevron. It offers health and fitness centre on site, club membership, massages and personal training chevron insists employees take regular breaks in other words chevron more cares about its employees.

Twitter: Employees of twitter having the high level of satisfaction compared to other companies. It offers the roof top meetings, friendly co-workers, team oriented environment, free meals along with yoga classes and unlimited vacations for some. Twitter employees never want to quit their jobs, these smart people never leaves the office premises until the work gets done.

Southwest Airlines: it is one of the airlines that in the business over 43 years yet somehow during all the time the company has managed to communicate its goals and vision to its employees to make them as a part of a unified team. The customers fly in the airlines loyal to the southwest because of this happy and friendly employee.

2. Characters Included in Organization Culture

In such a way there are some people/characters more involved with Organisational culture they are employees, employers, customers, supplier, government and shareholders.



Employees

Employees are the drivers of an organization. Many of the Indian organizations dependent on human power more than the digitalization/robotics, some major business houses in India like TATA, Reliance, Adani gives more important to maintain the good organization culture within their organization among its employees. If suppose conflict arises within the organization. The culture is placed the important role. Now a days many of the Organisations enforces their Organisational culture only limited to the employees, lots of the employees felt that Organisational culture affects them psychologically. As we stated earlier most of the employee affects psychologically because of their norms values and beliefs, autocratic leaders mostly never give a chance for an employees to have an interaction with their own ideology somehow other types of leaders may encourage the employees to dig their knowledge in the own field. If employees of the organization feels about Organisational culture is good and it's healthier to encourage them to produce effectively and efficiently, because its affect the employees productivity directly/indirectly. Human behaviour is not always same as the another one employee in the same field ,so maintaining Organisational culture within the organisation is not the easy task to their employees and make them to follow, and also some organisations follow Contract labour basis of employment it's very difficult them to follow the Organisational culture. Some of the business organizations enforcing their values to the employees to maintain the product quality to provide service to the organizations.

Employers

The term employers denotes that the person who provide the employment opportunities to the others. The culture more important to the employer because he framed the organization culture to the employees to follow he may have some beliefs and values to develop so he enforces is own beliefs and values to the group of people they may like or unlike but they must follow them as per they agreed when they employed. But many of the employers may not follow their rules and regulation and values in such situation it leads to inappropriate leadership of the employers as well as employees. The organization culture more helps to employers because if suppose their culture is more good and healthier the environment of an organization becomes good and more productive, vice versa if the culture is bad output then many conflicts/problems arise within the organization.

Customers

All business processes taking towards the customer in marketing customer is the god to the business houses. The customer also chose the product of the company's image and other psychological factor. The organization culture is one of the psychological factors that determine the buying behaviour of the customer. Some of the long-lasting customer closely attached with the company or brand image and their new changes. They close the watched their business practices, culture and so on.so the normal question arised among the researcher whether company's framed their culture for customer? Is in it?, culture is the factor that

visually impaired the customer mind set usually customers called “gest” don’t mind the culture, beliefs etc. so now we debate about the culture for customer is goanna important.

Supplier

The term supplier mean the overall person who supplies the all kind of needed material, manpower ,money and other related thing purchase production and marketing and also smooth running of business. The org culture framed for supplier outside the company also, this person never joined hands with the organization. But the organization must do for producing quality good within minimal cost, because the base of the operation starting from the supplier if suppose they are rejected to supply the goods for two weeks the overall operation of the business going to collapse. There is same important to total quality management concept also advised to the organization purchase in the process of producing treat suppliers as a partner. If suppose above line is truth an organization must give the important to the supplier in the policy framing, code of conduct and future planning. There is some confusion with the org culture and treating a supplier; in India suppliers are enormous in their counting. There are companies in India outsourcing their operations to the supplier instead of producing their own. This kind of economy given the prior important the supplier when they stating the new business are framing the culture

Government

The ruler are governing body of the org across the nation called government the democratic country like India the government is framing the new rules and regulation policies. Every five year regarding to the business. So the business people must obey the rules and regulation of the government for the smooth running of business, the business people also maintain the good relationship with the government because when they framing the new rules ad regulation and business policies they must follow the government norms. In India the governing body of business houses named ”SEBI” they surveillance the company policies and other norms for the take of shareholders. Companies can frame their culture without the supervision of government if there are in private business but it becomes necessary when they want to be a public limited, because the such document called memorandum of association, articles of association forced the company proprietors to framing the healthy business policies, values and norms .it is mandatory for the company according to companies act 1956.

Shareholders

Shareholders are the real proprietors of the company. They are invest the own money in someone’s company, the money is placed the important role in the investing money in the company. There are many decisions incurred while they invest such as investment decision and money decision, the company also having the responsibilities that maintaining the good number of shareholders and clear history of good dividend to all those persons who invest their company. The company must give the important to the shareholders when they want to maintain the goodwill among its competitor, ok good, in what relationship between shareholders and company’s culture? The company is not the single portion it never running its business without the shareholders’ investment. The company cleverly when they framing

the culture to given the more importance to the shareholders in the place of “Initial Public Offering”. Some companies used it as a net to catch the shareholders to invest them, culture is like a change process because it never ending one.

3. Suggestions and Discussions

Finally comes to the end the debate called “culture for whom”, who must follow and obey. So that many philosophers in an earlier period think that culture is only within the organization environment but time slowly change the overall perception of a people who think culture is possible only within the organization. The management guru’s such F.W Taylor and T.K.Prahlad from India awesome contribution to the new management thought provoking the business industries and creates great impact among the industries. Now the companies must follow up their knowledge and must obey their words to update the new in their existing business practices and they must strongly make sure that the organization culture is for whom they framed and make some changes to the employees perspective and encourage them to follow of the management by objective and such new terms to developing the business. In the above discussion we go through some of the famous corporates and their valued culture in that examples we may learn some inputs to the Indian companies, Indian organization already follow up some facilities needed for employee participation and enthusiasm. But comparing to the European and rest of the companies in the world, the company belongs to India gives the minimum level of output, so we may learn from those companies about workers participations and healthy competitive working environment within the organization to enable the good service. Facilities like lot of working space, different atmosphere and delivering the vision, mission and values to its employees

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