

A Study on International Organization Culture and its Impact on Productivity and Employee Behaviour

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Abstract: This was designed to examine the impact of organizational culture and its impact on employee performance and job satisfaction. The objectives of the study are to evaluate the existing International culture of the organization and to find the employee involvement and commitment and to analyze the management effectiveness of the employees globally and to measure the employee's satisfaction level towards the management. A total of 50 questionnaires were distributed and retrieved from the respondents. The analysis was done by percentage analysis by using Google forms. From the findings, it was observed that majority of the respondents agree the organizational culture does have an impact on performance and satisfaction level of employees. It was also discovered that the type of organizational culture practiced in an organization can also determine the level of employee performance and job satisfaction.

Keywords: International Organization, Productivity, Employee.

1. Introduction

Organizational culture defines the way employee's complete tasks and interact with each other in an organization. The cultural paradigm comprises various beliefs, values, rituals and symbols that govern the operating style of the people within a company. Corporate culture binds the workforce together and provides a direction for the company. In times of change, the biggest challenge for any organization may be to change its culture, as the employees are already accustomed to a certain way of doing things.

Good organizational culture creates good society as well as good citizens. So the impact of culture plays a major contribution in any society. Organizational culture is the binder that combines people together and makes them part of the organization experience. A strong corporate culture refers to how broadly and steeply employees hold the company's strong values and beliefs. Organizational culture guides the sense-making process. It aids employees understand what happens and why things happen in the organization. Culture of corporate also makes it simple for them to understand what will be expected of them and to join with colleagues who are well versed with the culture and believe in the organization. People are constantly surrounded by culture. It forms the strong background of working area, coloring everything in an organization. Organizational culture also gives a powerful tool

for regulating behavior by affecting how we attach benefit to our world and how we perceive events.

The culture of a workplace makes the organization what it is. Culture is the sum of attitudes, customs and beliefs that distinguish one group of people from another. Organizational culture is no different from ethnic culture except it usually includes people from all different backgrounds and histories. These cross-cultural connections can blossom into ingenuity and understanding that promote a better workplace and arguably a better world community.

2. Statement of the problem

The organizational culture differs between global employees and other employees in the beliefs, ideologies, policies, practices of an organization. It gives the employees a sense of direction and controls the way they behave with each other. It is very important to study the employee behaviour as it transfers the feelings at the work place.

3. Objectives of the study

- To assess the International existing culture of the organization and to find the employee involvement and commitment.
- To study the competency of the employees globally.
- To know about the employee relationship with their superior subordinates.
- To measure the employees satisfaction level towards the management.

4. Scope of the study

It helps the management to understand the causes of performance problems and how to assess the effectiveness of motivational practices in the organization. It also helps to understand the causes of productivity.

5. Review of related literature

- Shahzad, F., Iqbal, Z., & Gulzar, M. (2013), "Impact of Organizational Culture on Employees Job Performance". The idea for writing this piece of study is to analyze the

overall impact of organizational culture directly or indirectly on employee’s job performance. To find the influence of organizational culture on employee performance within software houses working in Pakistan. This is a survey based research study. Primary and secondary data were used in this study. Primary data was gathered via questionnaire and formal & informal interview. Customer service, employee participation, reward system, innovation & risk-taking and communication system, are considered variables for this study

- Andish, H., Yousefipour, Hamidreza, M., Shahsavaripour & Ghorbanipour, A. (2013), “Organizational Culture and its Impact in Organizations”. Culture of an organization is often comes from what is already established in the organization and is useful for the organization. Organizational culture has always been very important for organizations, managers and leaders each organization has its own way of achieving success, arrangement and runs. Every culture has such profound weakness and a strength that varies depending on the organization. Activities of any organization is largely associated with the corporate culture and any kind of current activities and decisions within the context of its culture, so outside of the range, they will have less functionality.
- Khattak, M.A., Iqbal, N., & Raju., A. (2017), “Impact of Culture on the Employee Performance”. In any organization it is the desire for employees to be given favorable working conditions in order to deliver their best in order to ensure rapid growth and development of the organization. The case is however different in those organization that have adapted to the democratic leadership style since it gives employees more room to participate in the decision making process and this gives them a chance to advance in their careers.

6. Limitations of the study

- It is difficult to elicit responses from employees working to night shifts.
- The attitude of the worker changes from time to time. Hence the result of the project may be applicable only at present.
- We cannot get exact information because some of the employees are reluctant to share the information.

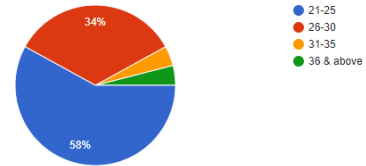
7. Research methodology

The research on the organization culture and its impact on productivity and employee behaviour is based on both primary and secondary data. The primary data was collected by circulating questionnaire to the employees working in the organisation. A sample size of 50 was considered to carry out the research. Secondary data was collected from online websites and books. This data was shown as charts. Findings have been summarised and suggestions have been made.

8. Analysis and Interpretation

Chart No: 1

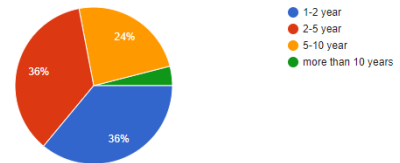
1. Age
50 responses



Source: Primary Data

Chart No: 2

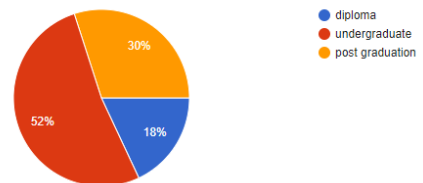
2. Years of experience
50 responses



Source: Primary Data

Chart No: 3

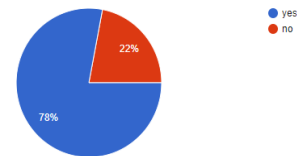
3. Education Qualification
50 responses



Source: Primary Data

Chart No: 4

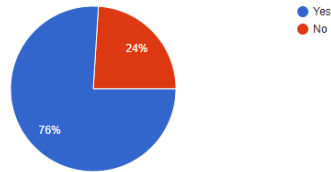
4. Do your skills and abilities are utilized effectively by the company
50 responses



Source: Primary Data

Chart No: 5

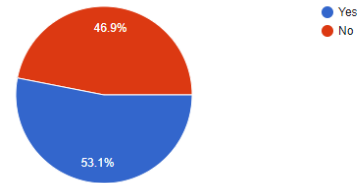
5. Is it easy for you to coordinate with different departments of the organization
 50 responses



Source: Primary data

Chart No: 10

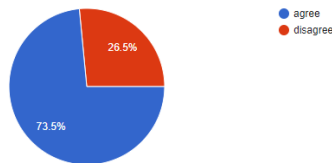
10. I plan to spend my entire carrier in my company
 49 responses



Source: Primary Data

Chart No: 6

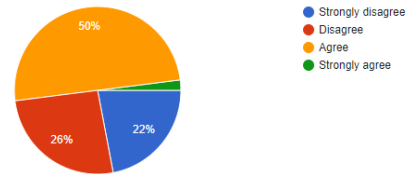
6. I have clear idea about my company goal
 49 responses



Source: Primary Data

Chart No: 11

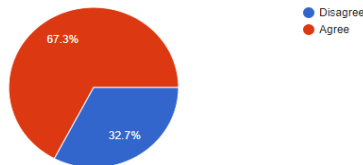
11. Management has a good understanding of what goes on in my department.
 50 responses



Source: Primary Data

Chart No: 7

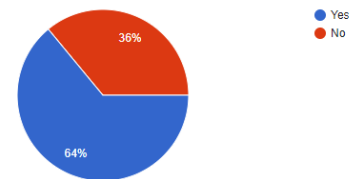
7. My superior gives me help and support
 49 responses



Source: Primary data

Chart No: 12

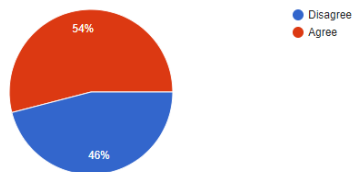
12. Management pays careful attention to my suggestion
 50 responses



Source: Primary Data

Chart No: 8

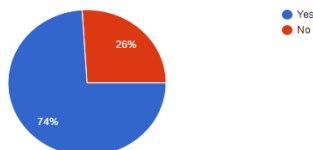
8. I am satisfied with the pay and benefits I receive
 50 responses



Source: Primary Data

Chart No: 9

9. I have a high working morale
 50 responses



Source: Primary Data

9. Interpretation from secondary data

In a recent study, Sinha (2004) analyzed the challenges faced by MNCs in India, and focused primarily on the interface of global culture with the deep-seated and widely varying cultural practices prevalent in India. In order to understand the cultural interface, they selected five large MNCs representing three different cultural zones: one British American, two Scandinavian, and three Far Eastern. Based on their in-depth qualitative assessment of how these MNCs functioned and interviews with a sample of managers (both expatriates and locals), It reveals that, though these MNCs brought to India their unique organizational culture, they rapidly understood the need to adapt their management practices to Indian settings. Thus, with their focus on cultivating an atmosphere of high performance, they quickly absorbed aspects of the work culture in India.

10. Findings

- Majority of the respondents are of age 21-25 years.
- Among the respondents majority of them are undergraduate.
- The year of experience of most of the respondents is 1-2 year and 2-5 year.
- Most of the employee's skills and abilities are utilized effectively by the company.
- Most of the employee's feel easy to co-ordinate with different departments of the organization.
- Many respondents have clear idea about their company goal.
- According to most of the respondents, their superior gives them help and support.
- Most of the respondents are satisfied with the pay and benefit they receive.
- Most of the employees have a high working morale.
- Most of the respondents have plans to spend the entire career in their company.
- Most of the employee agrees that they have a good understanding of what goes on in the department.
- Most of the employee suggestion was accepted by the management.

11. Suggestion

- As per the primary data the employees are satisfied with

their organisation culture, salary and it also noted they have a high working morale.

- As per the secondary data accessing the international culture is not up to the level so the companies and employee must take required step to adapt international culture in their organization.

12. Conclusion

The study about the organizational culture and behaviour on employees reveals that the workers were satisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and rewards etc. They are highly satisfied with the current culture.

Form the analysis revealed that, due to favourable culture the employees' show positive behaviours like high involvement, highly commitment to the organization, highly motivated and highly flexible to the organizational changes etc.

References

- [1] Mahdiyeh Mohammad, Nakhaei Hosein and Kebriaei Ali, Impact of Organizational Culture on Productivity: A Study among Employees of Ministry of Youth and Sports, Iran. International Journal of Humanities and Cultural Studies, vol. 3, pp. 170-177, 2016.