A Study On Effectiveness Of Organization Culture In Enmas india private Limited

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ABSTRACT

This article is on defining and measuring of organizational culture and its impact on the organizational performance, through an analysis of existing empirical studies and models link with the organizational culture and performance. The objective of this article is to demonstrate conceptualization, wide literature, it is found that organization culture has deep impact on the variety of organizations process, employees and its performance. This also describes the different dimensions of the culture. Research shows that if employee are committed and having the same norms and value as per organizations have, can increase the performance toward achieving the overall organization goals. Balance scorecard is suggested tool to measure the performance management system. More research can be done in this area to understand the nature and ability of the culture in manipulating performance of the organization. Managers and leaders are recommended to improve the overall performance of the employees and organization.

INTRODUCTION

Organizational Culture refers to a system of shared meaning held by members that distinguishes the organization from other organizations. This system of shared meaning is actually a set of key characteristics that the organization values. Organizational culture is a descriptive term which is concerned with how employees perceive the characteristics of an organization's culture, not with whether or not they like them.

This appraisal of the organization on its characteristics gives a composite picture of the organization's culture. This picture in turn becomes the basis for feelings of shared understanding that members have about the organization, how things are done in it, and the way members are supposed to behave.

When culture is defined as a system of shared meaning, it can be expected that individuals with different backgrounds or at different levels in the organization will tend to describe the organization's culture in similar terms.

REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Its ultimate goal is to bring the reader up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area.

Hersey and Blanchard (1988). This model equates group progress and effectiveness with group maturity. According to their model, group maturity is a continuous variable that is influenced by two factors: ability and willingness. Ability is defined as the knowledge, experience, and skill that an individual or group brings to a particular task or activity. Members of mature groups, unlike those of immature groups, process the ability to perform their tasks without much direction, assistance, or direct supervision. Willingness refers

to the extent to whichan individual or group has the confidence, commitment, and motivation to accomplish a specific task. Members of mature groups do not require extensive encouragement or pushing to work on their tasks.

The first important research study of small group communication was performed by social psychologist Robert Bales and published in a series of books and articles in the early and mid 1950. This research entailed the content analysis ofdiscussions within groups making decisions about "human relations" problems (i.e.,vignettes about relationship difficulties within families or organizations). Bales made a series of important discoveries. First, group discussion tends to shift back and forth relatively quickly between the discussion of the group task and discussionrelevant to the relationship among the members. He believed that this shifting was the product of an implicit attempt to balance the demands of task completion and group cohesion, under the presumption that conflict generated during task discussion causes stress among members, which must be released through positive relational talk. Second, task group discussion shifts from an emphasis on opinion exchange, through an attentiveness to values underlying the decision, to making the decision. This implication that group discussion goes through the same series of stages in the same order for any decision-making group is known as the linearphase model. Third, the most talkative member of a group tends to make between40 and 50 percent of the comments and the second most talkative member between 25 and 30, no matter the size of the group. As a consequence, large groups tend to be dominated by one or two members to the detriment of the others.

Descriptive research

Descriptive studies are undertaken in many circumstances. When the researcher isinterested in knowing the characteristics of certain groups such as age, sex,educational level, occupation or income, a descriptive study is necessary. Descriptive studies are well-structured. It tends to be signed & its approach cannot be changed every now and then. It is, therefore necessary that the research give sufficient thought to framing research questions and deciding the types of data to becollected of the producers to be used for their purpose.

SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collectingdata.

- **PRIMARY DATA**

Questionnaires were used for collecting primary data.

- **SECONDARY DATA**

Secondary data were collected from the company's annual publications, memorandums of settlements, newspapers, journals, websites, and from librarybooks.

Hypothesis

CHI-SQUARE TEST-

Null hypothesis (Ho):

There is no relationship between table showing does your organization provides job rotationand table showing whether your organization motivates you towards work.

Alternate hypothesis (H1):

There is relationship between table showing does your organization provides job rotation andtable showing whether your organization motivates you towards work.

ONE-WAY ANOVA

Null hypothesis (Ho):

There is a significance difference between table showing do you have clear idea about the company goal and table showing you are happy with leadership in your organization.

Alternate hypothesis (H1):

There is no significance difference between table showing do youhave clear idea about the company goal and table showing you are happy withleadership in your organization.

CHI SQUARE ANALYSIS

3. Age * 9. Top management providing safeguard to their staffs in hazardous situation? Crosstabulation

Expected Count

		9. Top management providing safeguard to their staffs in hazardous situation?					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
3. Age	20 Below	2.6	.4	2.0	1.7	.2	7.0
	21 - 30	19.9	3.3	15.5	12.7	1.7	53.0
	31 - 40	8.6	1.4	6.7	5.5	.7	23.0
	41 - 50	4.1	.7	3.2	2.6	.3	11.0
	50 Above	.8	.1	.6	.5	.1	2.0
Total		36.0	6.0	28.0	23.0	3.0	96.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.739[a]	16	.152
Likelihood Ratio	21.140	16	.173
N of Valid Cases	96		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .06.

Chi-Square Tests

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing does your organization provide job rotation and table showing whether your organization motivates you towards work.

ONE-WAY ANALYSIS

ANOVA

13. In the organization people are always working together to solve problems with team spirit?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	46.302	4	11.575	13.946	.000
Within Groups	75.532	91	.830		
Total	121.833	95			

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept thealternate hypothesis and hence there is a relationship between table showing do youhave clear idea about the company goal and table showing you are happy with leadership in your organization.

FINDINGS OF THE STUDY

1. Majority (55%) of the respondents are age between 21 - 30years.

2. Majority (75%) of the respondents are Male.

3. Majority (49%) of the respondents are Private employee.

4. Majority (51%) of the respondents are PG

5. Majority (53.1%) of the respondents are 0 - 10.

SUGGESTIONS

• As employee behavior is directed by the organizational culture, Ellipso Logistics canimprovise the organizational culture on par with the latest trends.

• Management has taken more steps to develop the senior manager and workerscommunication to be effectively.

• Management has take more efforts to encouraged to develop the skills motivate themto do the work more efficiently and effectively.

• Management has to get the opinion given more opportunity before they are taking decision regarding the changes made in the organization. It made the employeescloser to the organization.

• The organization can reduce the conflict between the co-workers. By having goodcommunication and influencing trust.

• The employees dissatisfied with training and development, stress relief programmers, cultural and sports and sports activities and grievance redressal system.

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• The employees dissatisfied with training and development, stress relief programmers, cultural and sports and sports activities and grievance redressal system followed in the organization.

CONCLUSION

As stated earlier, an organization's culture is the shared perception that organizational members have about its characteristics. From the responses it can be seen that there is a high degree of agreement on how the various aspects of the organization are perceived and its impact on the employee behavior. Perhaps the most important is the agreement that there have been several improvements in the organization in the recent past.

The emphasis has been on improved receptivity to feedback, more openness of communication, introduction of new methodologies of work, better clarity of roles and jobs, as well as adequacy and appropriateness of training. To a lesser degree,the respondents also agree that they have more freedom in their work, that the organization has become less bureaucratic and more flexible, and that the work environment is pleasant.

The culture has been described by the organizational members as beingcollaborative, with the groups at the Block level being perceived as teams which arecohesive. The respondents have also indicated satisfaction with the leadership, as well as trust in the management. It can be concluded that organizational culture has a major impact on the behavior of the employees.

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