A STUDY ON ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEES BEHAVIOUR IN SAKTHI FERRO ALLOYS (INDIA) PRIVATE LIMITED,CHENNAI

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Abstract : The main objective of the study is to find the overall performance of the employees. The research design used in this study is descriptive research design. Data was collected by survey method through structured questionnaire with close ended questions. The primary data was obtained through questionnaire and secondary data from the company records and through internet. The purpose of the survey process is to provide a more accurate assessment of the existing culture from the employees' point-of-view and also to assess their behaviours with respect to that of the existing culture.

KEY WORDS:Organisational culture,employee behavior,employee performance,employee relationship

I. INTRODUCTION

Organizational development is depends on analysis and identification of the factors that conclude   the   effectiveness of the organization. Organizations and managers are willing to get employees commitment, which leads to improve the productivity. Management would like to introduce employee with norm, values and objectives of the organization which is importance to understand the organizational culture. It should be needed that culture of the organization should be developed in a way to improve the style of employee's performance and continuous develop the quality awareness.

Organizational development is depends on analysis and identification of the factors that conclude the effectiveness of the organization. Organizations and managers are willing to get employees commitment, which leads to improve the productivity. Management would like to introduce employee with norm, values and objectives of the organization which is importance to understand the organizational culture. It is the responsibility of the management to introduce the organizational culture to its employees that will assist the employees to get familiar with the system of organization.

II. NEED OF THE STUDY

The need of the study is to explore how organizational culture influences job satisfaction and its subsequent impact on employee performance. Also to access the relationship between job satisfaction and employee performance in the context of organizational culture.

III. POPULATION AND SAMPLE

3.1 Population

The employees working in Sakthi Ferro Alloys (India) Private Limited.

Sample Size

The sample size taken for study is 135 employees.

Sampling Technique Convenient Sampling technique is used. The sampling method used in this is a non-probability sampling because specific samples have been selected as per convenience of the researcher due to huge size of target population.

Sampling Design

All the items under consideration in any field of inquiry constitute a 'universe' or 'pollution'. The items so selected constitute what is technically called a sample. The sample of a study can have a profound impact on the outcome of a study. It is simply referred as the participants in a research study i.e., the new employees of the organization which is taken under study is referred as sample. A sample design is defined as the framework, or road map, that serves as the basis for the selection of a survey sample

and affects many other important aspects of a survey as well. It is made up of two elements - Sampling Method and Estimator.Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

3.2 Data and Sources of Data
Data Source
The required data was collected by both the primary and secondary sources. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the purpose of study. Secondary data refer to information gathered from sources that already exist.
Primary Data
Data collection method: Survey method
Data collection tool: Questionnaire
Secondary Data
Books, Journals, Articles, Related Websites, Company details (internal sources).

3.3 Theoretical Framework
M.Sujatha et al (2018)says organizations are among the key units of the society. During their establishment and development, a specific kind of organizational culture eventually appears. The purpose of organizational culture is to improve solidarity and cohesion, and to stimulate employees' enthusiasm and creativity to improve the organization's economic efficiency.
EkpenyongNkereuwem Stephen et al (2016) examine the impact of organizational culture and its impact on employee performance and job satisfaction, using Niger Delta University as a case study. The objectives of the study was to evaluate how organizational culture influences employee performance and job satisfaction and the relationship between organizational culture, employee performance and job satisfaction .
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SuneetSoniet al (2018)consider a robust indicator of outcomes that are highly valued by any business in any sector of the industry. Therefore, employee engagement and effectiveness could prove to be an excellent parameter to assess the health of the organization as such with regards to satisfaction, innovation, commitment, retention and productivity.
Rajeshwari et al (2020) studies shades and evaluates to know the performance of organizational culture and how job satisfaction is impacted towards it. The objective of this study is to examine and measure of organizational culture.

3.4 Research Methodology
A research design is an arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure.The study is descriptive in nature i.e., descriptive research. Descriptive research is concerned with describing the characteristics of a particular individual or group. This includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; one can only report what has happened or what is happening. Thus, the research design in case of descriptive study is a comparative design throwing light on all the areas and must be prepared keeping the objectives of the study and the resources available

3.5 Statistical Tools
Descriptive Analysis (Percentage Analysis)
Descriptive statistics is the term given to the analysis of data that helps describe, show or summarize data in a meaningful manner. They are simply a way to describe our data. Here the collected data was tabulated and analyzed using percentage analysis.Descriptive techniques often include constructing tables of means and quantiles, measures of dispersion such as variance or standard deviation, and cross-tabulations or "crosstabs" that can be used to examine many disparate hypotheses.
Percentage analysis
Percentage method is the most common method used. It helps the researcher to make a comparison with two or more series of data and also to describe. This method to represent raw streams of data as a percentage for better understanding of collected data. This relationship is comparative relative terms.
Inferential Analysis (Statistical Tools)
Inferential statistics makes inferences about populations using data drawn from the population. Instead of using the entire population to gather the data, which is done by collecting a sample or samples from the millions of residents and make inferences about the entire population using the sample.
The collected data was tabulated and analyzed using the following statistical tools.
- Correlation
- Chi-square test.

Chi-Square Test
The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. This analysis in statistics is used to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies. It makes no assumptions about the population being sampled.

The formula for computing Chi – Square ($\chi 2$) is as follows.
$$\chi 2 = \{(O-E)\ 2\ /\ E\}$$
istheObservedFrequencyineachcategory**E**istheExpectedFrequencyinthecorrespondingcategory.

IV. RESULTSANDDISCUSSION

Chi-SquareTests

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.577ᵃ	3	.035
Likelihood Ratio	13.665	3	.003
Linear-by-Linear Association	6.066	1	.014
N of Valid Cases	135		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.40.

Inference:

From the above table, the p- value is 0.03 which is < 0.05 at 5% level of significant. Hence we accept alternative hypothesis (H1)and reject null hypothesis (H0). So, there is a significance difference between culture affecting employee & Organization Performance and age of the employees.

CORRELATION ANALYSIS

Null Hypothesis (H0): There is no significance difference between coordination among employees and the age of the employees.
Alternative Hypothesis (H1): There is a significance difference between coordination among employees and the age of the employees.

Correlations

		Age	Employee Coordination
Age	**Pearson Correlation**	1	.706**
	Sig. (2-tailed)		.000
	N	135	135
Employee Coordination	**Pearson Correlation**	.706**	1
	Sig. (2-tailed)	.000	
	N	135	135

**. Correlation is significant at the 0.01 level (2-tailed).

Inference:

From the above table, the Pearson correlation value is 0.706. A positive value, so there is a significance difference between coordination among employees and the age of the employees.

Relationship between Satisfaction level of Employees and Gender of the Employees

Null Hypothesis (H0): There is no significance difference between Satisfaction level of Employees and Gender of the Employees.
Alternative Hypothesis (H1): There is a significance difference between Satisfaction level of Employees and Gender of the Employees.

Correlations

		Gender	Satisfaction Level
Gender	**Pearson Correlation**	1	.359**
	Sig. (2-tailed)		.000
	N	135	135
Satisfaction Level	**Pearson Correlation**	.359**	1
	Sig. (2-tailed)	.000	
	N	135	135

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Gender	Satisfaction Level
Spearman's rho	**Gender** Correlation Coefficient	1.000	.353**
	Sig. (2-tailed)	.	.000
	N	135	135
	Satisfaction Level Correlation Coefficient	.353**	1.000
	Sig. (2-tailed)	.000	.
	N	135	135

**. Correlation is significant at the 0.01 level (2-tailed).

Inference:

From the above table, the Pearson correlation value is 0.359. A positive value, so there is a significance difference between Satisfaction level of Employees and Gender of the Employees.

V. SUMMARY OF FINDINGS:

- 43.7% of the respondents are between the ages of 24 – 27.
- 60% of the respondents are male .
- 38% of the employees have less than 1 year experience.
- 51% of the respondents strongly agree that they have ability to manage their own work .
- 61% of the respondents strongly agree that they co-operate to get work done .
- 60% of the respondents agree that members have good interpersonal skills.
- 71% of the respondents disagree that boss consults important matters.
- 62% of respondents strongly agree that company activities don't affect the clients .
- 92% of the respondents agree that they have opportunity to improve the new skills.
- 69% of the respondents agree that they view failure as opportunity for learning.
- 69% of the respondents strongly agree that mission gives meaning and direction to work.
- 64% of the respondents strongly agree about the organization long term purpose .
- 80% of the respondents strongly agree that it is easy to consensus on difficult issues.
- 74% of the respondents strongly agree that they were happy to work with people from other parts of the organization.

VI. CONCLUSION:

The study about the organizational culture and behaviour on employees reveals that the workers weresatisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and rewardsetc. Because of this favourable culture the employees show positive behaviors like high involvement, highlycommitment to the organization, highly motivated and highly flexible to the organizational changes etc.

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