



A Study on the Effectiveness of Organization Culture

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Abstract:

Organizational culture plays a vital role in shaping employee behaviour, performance, and overall organizational success. This study examines the effectiveness of organizational culture in influencing employee satisfaction, commitment, productivity, and organizational performance. It explores key cultural dimensions such as leadership style, communication patterns, teamwork, values, norms, and work environment. The research is based on both primary and secondary data collected through surveys, interviews, and review of existing literature. Findings indicate that a strong, positive culture enhances employee motivation, reduces turnover, improves coordination, and supports innovation and adaptability. Conversely, weak or misaligned cultures lead to conflicts, low morale, and reduced efficiency. The study concludes that organizations with clearly defined values, participative management, open communication, and employee-centric policies tend to perform better and sustain long-term growth. It recommends that management continuously assess and reinforce cultural practices to align them with organizational goals and changing business environments. Overall, the effectiveness of organizational culture is a key determinant of organizational excellence and competitive advantage.

Keywords: Organizational Culture, Employee Satisfaction, Organizational Effectiveness, Leadership Style, Communication, Teamwork, Work Environment, Employee Commitment, Productivity, Organizational Performance, Motivation, Organizational Values.

Introduction:

Organizational culture is defined as a pattern of basic assumptions invented, discovered or developed by a given group, as it learns to cope with the problems of external adaption and internal investigation that has worked well enough to be considered valid and therefore is to be taught to the new members as the correct way to perceive, think, and feel in relation to those problems. Organizational culture is a set of shared understandings, norms, values, attitudes and beliefs of an organization which can foster or impede change.

When people join an organization, they bring with them the values and beliefs that they have been taught. Quite often, however these values and beliefs are insufficient for helping the individual succeed in the organization. The person needs to learn how the particular enterprise does things.

A common misconception is that an organization has a uniform culture. However, at least anthropology uses the concept; it is probably more accurate to treat organizations as if they had a uniform culture. All organizations have culture, in the sense that they are embedded in specific societal cultures and are part of them.

According to this view, organization culture is common perception held by the organization's members. Everyone in the organization would have to share this perception. However, all may not do so to the same degree. As a result, there can be a dominant culture as well as subcultures throughout a typical organization.

A dominant culture is a set of core values shared by a majority of the organization's members. The values that create dominant cultures in organizations help guide the day-to-day behavior of the employees. Important, but often overlooked, are the subcultures in an organization. A subculture is a set of values shared by a minority, usually a small minority of the organization's members. Subcultures typically are a result of problems or experiences that are shared by members of a department or unit. Subcultures can weaken and undermine an organization if they are in conflict with the dominant culture and overall objectives. Successful firms, however find that this is not the case always. Most subcultures are formed to help the members of a particular group deal with the specific day-to-day problems with which they are confronted. The members may also support many, if not all, of the core values of the dominant culture.

Problem Statement:

Organizational culture plays an important role in shaping how employees think, behave, and perform in any company. the main problem is to understand **how effective the current organizational culture of Capital IQ is**, whether employees feel comfortable and motivated within this culture, and what aspects of the culture need improvement. Studying this problem will help identify the strengths and weaknesses of Capital IQ's culture and support the company in creating a more positive, productive, and employee-friendly work environment

Literature Review:

Boon and Arumugam (2006) was proved in their study that all dimensions in organizational culture have a strong relationship with organizational commitment.

Rashid et al. (2003) also showed that there is a significant correlation between corporate culture and organizational commitment among managers in public listed company.

Robbin and Sanghi (2007) 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.

Objectives of the Study:

1. To understand the present organizational culture at Capital IQ.
2. To study the employee's opinion towards organizational culture in CAPITAL IQ.
3. To identify the cultural factors that affects employees.

Research Questions

1. How does the organizational culture influence employee satisfaction at Capital IQ?
2. How does leadership style at Capital IQ support or shape the organizational culture?
3. What measures can be taken to improve the effectiveness of organizational culture at Capital IQ?

Research Methodology:

1. Research Design:

The study uses a **Exploratory & Descriptive** to analyse the study of **on the Effectiveness of Organization Culture**

2. Sample Size:

The sample size of the study is **50 respondents**.

3. Sample Area:

The study focuses on employees of Capital IQ Hyderabad City.

4. Data Collection:

The study uses both primary and secondary sources of data.

Primary Data:

- Collected through a structured questionnaire survey from Employees.

Secondary Data:

- Collected from journals, research papers, websites, government reports, and books.

5. Sampling Technique:

The study uses the **Simple Random Sampling** to select employees.

Table 1: How effectively do you manage your work tasks and responsibilities

S. No.	Opinion	No. of Respondents	Percentage
1.	Strongly Agree	47	47.0
2.	Agree	34	34.0
3.	Neutral	15	15.0
4.	Slightly Disagree	4	4.0
5.	Disagree	0	0.0
	Total	100	100.0

Interpretation:

From the above table it is clear that 47% of the respondents have strongly agreed about managing their own work, followed by 34% of the respondents who agreed, 15% of the respondents are neutral and 4% of the respondents slightly disagreed.

Findings:

- Majority (53%) of the respondents strongly agreed that they are highly involved in their work.

- Sizable number (47%) of the respondents strongly agreed that they have ability to manage their own work.
- Majority (65%) of the respondents agreed that the people they work with are cooperating to get work done.
- Sizable number (41%) of the respondents agreed that they have good relationship with other members.

Suggestions:

- In training programs practical sessions must receive greater emphasis.
- The management may enhance the frequency of employee's feedback on their performance.
- Now, only the employees who belong to committees can participate in decision-making. The management may encourage all the employees to participate in decision-making process, especially in matter that have long term impact on them.

Conclusion:

The study about the organizational culture and its impact on employee's behaviour 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 of CAPITAL IQ.

Because of this favourable culture the employees' show positive behaviours like high involvement, high commitment to the organization, high motivated and high flexible to the organizational changes etc.

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