

A STUDY ON EMPLOYEES PERCEPTION TOWARDS ORGANIZATION CULTURE AT AIRFLOW EQUIPMENTS (INDIA) PVT. LIMITED

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ABSTRACT

The project entitled organisation culture is to know the satisfaction level of the employees with existing culture. The human resources are the most important assets of the organisation. In order to achieve the goals or objectives of an organisation, they need to satisfy the employees with the methods and benefits. The aim of this study is to find out employee's perception towards organisation culture. The culture of an organisation is influenced as the organisation faces and learns how to cope with external and internal challenges. The culture of an organisation shapes the way people behave and needs to be taken into account as a contingency factor. This article is on defining and measuring of organisation culture and its impact on the organisation performance. The purpose of the study is to improve solidarity and cohesion, and to stimulate employees' enthusiasm and creativity to improve the organization's culture. Organisation culture has deep impact on the variety of organisation process, employees and its performance. Questionnaires were designed and distributed to the employees for the collection of primary data.

Keywords: Organization culture, employee's perception, organizational behaviour, employee behaviour

1. INTRODUCTION

Organizational culture represents the collection of beliefs, values, norms, attitudes and assumptions which dominate in a company and which do not have to be formulated. This set of elements influences people's behaviour and the accomplishment of their tasks (Schein,1990). Companies that have a strong, supportive culture are more likely to attract highly qualified, loyal employees who understand and work toward the company's best interests. When establishing and developing a company or other organization, an internal culture will develop step by step. The purpose of its existence is to improve solidarity and cohesion, stimulate employees' enthusiasm and creativity, and to improve the economic efficiency of an organization. Like cultures in general, organizational cultures are complex and unique. They are based on their individual history, leadership and workforce. Organization culture is a pervasive force. It is a shared set of customs, beliefs, and practices, sometimes stated as "the way does things." It is revealed in little things, such as where staff sits at the conference table for meetings or whether they wear suits or jeans to work. Hence, in order to improve management and let an organizational culture have the right effect on employees, it is important to understand how organizational cultures affect employee behaviour. Organisation culture is defined as a pattern of basic assumptions invented, discovered or developed by a given group, as it copes with the problems of external adaptation 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.

2. REVIEW OF LITERATURE

Olena Skrynnik, (2023) Different scholars' study organisational development through prismatic lenses of various determinants. Despite extensive analysis, it was found that there is little evidence to date on the measurement, analysis and prediction of organizational development using digital tools. The knowledge gap revealed the potential to define convergent and divergent determinants of organisational development. The study in the context of predicting convergent and divergent determinants of organisational development is divided into two parts – the definition of determinants for the surrogate model and the construction of the prediction model. Pradana M, Silvianita A, Syarifuddin S and Renaldi R (2022) Digital technologies have become a major factor for innovation in the business environment. Organisations have taken advantage of digitised data and information to increase performance. However, there is still little research focusing on the effect of digitalisation on organisational culture, which in the end will affect performance. We develop this research by exploring a proposed model involving digital organisational culture with the final goal to enhance organisational performance. Sophia Su & Kevin Baird & Rahat Munir, (2022), examines the influence of organisational culture on organisational resilience from an organisational life cycle (OLC) perspective. Design/methodology/approach - An online survey questionnaire was used to collect data from 410 middle-level managers in Australian business organisations using Qualtrics, a well-known international data collection organisation. The findings reveal that the

respect for people/teamwork cultural dimension is positively associated with organisational resilience across all OLC stages (i.e. birth, growth, maturity and revival stages). In addition, the outcome-oriented (innovation) culture dimension enhance organisational resilience in the growth and revival (maturity) stages. Triguero-Sánchez, Rafael; Peña-Vinces, Jesús; Ferreira, João (2022), In the context of public organisations, this research explores the effect that a collectivism-based organizational culture may have on employee commitment (EC) from a triple perspective - affective, normative, and continuance. A sample of 214 employees of public organisations in Spain was used, and the data were analysed through the Structural Equation Model (SEM). The findings show that the prevalence of collectivism in public organisations favours higher levels of employees' commitment. Such commitment can be seen in the employees' intention to remain in the organisation to provide their services or their emotional attachment. Hassan, M.K., Abdulkarim, M.E. and Ismael, H.R. (2022), This study aims to investigate the association between organisational culture (OC) and the extent to which risk governance (RG) practices are implemented in Qatar. his study is novel because it empirically examines the OC–RG relationship in an emerging market economy (Qatar). In this it is finded that An OC of "tight control", the presence of an IA and being a private firm are significantly associated with implementing RG practices. An OC of teamwork is negatively associated with RG practices. Samuel J. Osifo (2021) empirically examined the influence of organisational culture on employee engagement in the deposit money banks in Benin City. The specific objectives of the study were to examine the influence of power, role, task, person and innovative oriented culture on employee engagement in the deposit money banks. The study adopted the cross-sectional survey research design. It specifically made use of data collected from three hundred and thirty-one (331) staff of Deposit Money Banks (MDB) in Benin City. Quan H.N. Tran (2021) deals with the challenge the influence of organisational culture types on leadership behaviour and job satisfaction. The theory of culture was divided into four characteristics, namely, clan, hierarchy, adhocracy and market. Babatunde Akanji, Chima Mordi, Afam Ituma, ToyinAjibade Adisa, Hakeem Ajonbadi (2020) to explore the impact of organisational culture (OC) on leadership styles in Nigerian universities. The study utilises the cultural dimensions theory (Hofstede's insights) and the social exchange concept as theoretical lenses to examine the phenomena.

3. RESEARCH METHODOLOGY

The study will utilize a quantitative research design, using survey questionnaires to gather data on employee's perception towards organization culture. When designing research, a study on employees' perception towards organization culture at Airflow Equipments (India) Pvt. Limited, you would want to consider factors such as your objectives, methods, and data collection. You might consider using a mixed-methods approach, combining qualitative interviews or surveys with quantitative data analysis.

4. ANALYSIS

DESCRIPTIVE STATISTICS

In this study, to understand the employee's perception on organization culture culture at Airflow Equipments (India) Pvt. Limited, the descriptive statistics on demographic factors are studied. Percentage analysis carried out for gender, age, educational qualification, designation, income, marital status. Gender: the majority of respondent are 51.9% are male, Age: the majority of respondent 33.7% of the respondent are from the age group between 25 – 34 years, educational qualification: the majority of respondent 34.6% of the respondent are postgraduate, Designation: the majority of respondent 30.8% of the respondent are assistant manager, Income: the majority of respondent 24.0% of the respondent are 45000 to 55000, Marital status: the majority of respondent 51.9% of the respondent are married.

Table 1: Descriptive analysis of the respondent

FACTOR	FREQUENCY	PERCENTAGE
GENDER		
Male	54	51.9%
Female	50	48.1%
AGE		
Below 24 years	12	11.5
25 - 34 years	35	33.7
35 - 44 years	15	14.4
45 - 54 years	34	32.7

Above 56 years	8	7.7
EDUCATIONAL QUALIFICATION		
H.S.C	9	8.7%
Diploma	24	23.1%
Graduate	35	33.7%
Postgraduate	36	34.6%
DESIGNATION		
Managing director	14	13.5%
General manager	23	22.1%
Clerk	19	18.3%
Assistant manager	32	30.8%
Accountant	16	15.4%
INCOME		
Less than 25000	10	9.6%
25000 to 35000	22	21.2%
35000 to 45000	19	18.3%
45000 to 55000	25	24.0%
55000 to 65000	16	15.4%
Above 65000	12	11.5%
MARITAL STATUS		
Married	54	51.9%
Unmarried	50	48.1%
CONTRIBUTION OF ORGANIZATION EXTENT		
A Great Deal	10	9.6%
Much	19	18.3%
Somewhat	27	26.0%
Little	26	25.0%
Never	22	21.2%
SATISFACTION OF OVERALL ORGANIZATION CULTURE		
Very Dissatisfied	10	9.6%
Dissatisfied	24	23.1%
Neutral	23	22.1%
Satisfied	34	32.7%
Very Satisfied	13	12.5%
PROMOTION OF ORGANIZATION CULTURE OF COLLABORATION AND TEAMWORK		
Not at all	7	6.7%
Slightly	32	30.8%
Moderately	13	12.5%
Very	27	26.0%
Extremely	25	24.0%

CORRELATION

Correlation is an analysis of the association two or more variables. Correlation may be defined as the degree of relationship between two variables. Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate in relation to each other.

H0 (NULL HYPOTHESIS): there is no correlation between organization impact and extent of the leader demonstration.

H1 (ALTERNATIVE HYPOTHESIS): there is correlation between organization impact and extent of the leader demonstration.

Table 2: correlation test between organization impact and extent of the leader demonstration.

Correlations			
How does organizational culture impact employee satisfaction and loyalty?	Pearson Correlation	1	.208*
	Sig. (2-tailed)		.035
	N	104	104
What extent does the leader demonstrate flexibility and adaptability in response to changing circumstances?	Pearson Correlation	.208*	1
	Sig. (2-tailed)	.035	
	N	104	104

*. Correlation is significant at the 0.05 level (2-tailed).

From the above table, we find that significant value is 0.035, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no correlation between organization impact and extent of the leader demonstration.

CORRELATION- Correlation is an analysis of the association two or more variables. Correlation may be defined as the degree of relationship between two variables. Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate in relation to each other.

H0 (NULL HYPOTHESIS): there is no correlation between contribution of organization extent and satisfaction in digital communication tools.

H1 (ALTERNATIVE HYPOTHESIS): there is correlation between contribution of organization extent and satisfaction in digital communication tools.

Table 2: correlation test between contribution of organization extent and satisfaction in digital communication tools.

Correlations			
What extent does the organizational culture contribute to employee engagement?	Pearson Correlation	1	.219*
	Sig. (2-tailed)		.025
	N	104	104
How satisfied, with the effectiveness of digital communication tools (e.g., emails, messaging apps) in the organization?	Pearson Correlation	.219*	1
	Sig. (2-tailed)	.025	
	N	104	104

*. Correlation is significant at the 0.05 level (2-tailed).

From the above table, we find that significant value is 0.025, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no correlation between contribution of organization extent and satisfaction in digital communication tools.

5. CONCLUSION

This research contributes to knowledge by showing a linkage between organisation and employees' perception culture at Airflow Equipments (India) Pvt. Limited, Organizational culture is seen as the most important factor which determines the employee's method of working used as the standard in organizations. organizational culture should have more clan features, managers should turn to their employees, find what people value, use open feedback in order to collect employees' ideas and allow them to act. Inspirational motivation (by, e.g. trust and pushing decisions to the lowest levels, allowance for mistakes) and individualized consideration effects clan culture. Organizational culture is a pattern of basic assumptions that are taught to the personnel as the correct way to perceive, think and act on a day- to- day basis. This study made attempt to analysis the organization culture and its perception of employees. A positive organizational culture that is employee-friendly is essential for an organization to be successful.

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