

A STUDY ON PERCEPTION OF WORK CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOR

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ABSTRACT

Culture is a social norm, way of behaviour, conduct, believe etc. held and practiced by majority of the people in the society. An organisation culture also reflects all the possible elements of culture mentioned here through its policies, practices and people. The culture develops in organizations due to external pressures and internal integration, which help them to survive and flourish. The organisational culture has the potential for generating sustained competitive advantages through employee involvement and empowerment, which in turn bring innovation and creativity to the table. The culture plays a very important role of creating an environment of openness, trust and collaboration, which provides multi-fold benefits to the organisation and society as a whole. This research work tries to ascertain the influence that organizational culture has on employee work behavior, and to formulate recommendations regarding organizational culture and employee work behavior. The attempt is to analyse the way the culture creates an impact on employee and vice-versa.

KEYWORDS: Organizational Culture, Employee Behavior, Competitive Advantage