

A STUDY OF ORGANIZATIONAL CULTURE IN INDIAN ORGANIZED RETAIL SECTORS

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ABSTRACT

Individuals in a retail organization have unlimited potential for growth and development and that their potential can be developed and multiplied through appropriate and systematic efforts. Given the opportunities and by providing the right type of culture in a retail organization, individuals can be helped to give full contribution to their potentials. Organizational culture includes ethics, values, beliefs, attitudes, norms, ethos, climate, environment, and culture. It can be characterized as consisting of *openness (O)*, *collaboration(C)*, *trust (T)*, *authenticity (A)*, *proaction(P)*, *autonomy(A)*, *confrontation(C)* & *Experimentation (E)*. And it is abbreviated as *OCTAPACE*. This paper goes on to present the major findings based on the OCTAPACE Culture for retail employees. Data is based on the responses from 350 employees-218 males & 132 Females drawn randomly from different Retail organizations. and result shows that the most dominant components of culture in organized retail sector is Confrontation, openness, experimentation and proactively. It is observed from the study that if we create a good culture for the employees, retail would be the best found destination for new graduates and even for the existing employees.

KEYWORDS: Organizational Culture, Organization Growth, Thinking, Feeling and Reacting