

A STUDY ON EMPLOYEE PERCEPTION TOWARDS THE ORGANIZATION CULTURE IN BHARATH SANCHAR NIGAM LIMITED (BSNL), TRICHY

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Abstract—An organization's culture is a social reality that signals to employees what they should do, feel and think. The objective of the study was to find out the organization culture that determine the various factors such as, (Openness, Confrontation, Trust, Authenticity, Proaction, Autonomy, Collaboration, Experimentation Organization commitment) and the impact of Socio Demographic variables with respect to the Employee perception towards the organization culture in Bharath Sanchar Nigam Limited (BSNL) Trichy. Primary data has been collected through questionnaires from the employees in various departments at BSNL. The secondary data mainly consists of data and information collected from records, company websites and various other resources. The sample size is 150 respondents and simple random sampling method is used to collect the data. This study also identifies the factors which can be motivate and encourage the employees working in the public service sector.

Keywords—BSNL, Demographic variables, Employee perception, Organization Culture, Public.

INTRODUCTION

Employee perception can be described as an organization brand and personality. It's based on believe and stand for, and what makes the company unique. It can be related to the organization culture has everything to do with how employees, prospective employees, and the public perceive in the organization. The Organizational culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations.

OBJECTIVE OF THE STUDY

- To study the existing culture of the organization and its impact on employee's perception.
- To study the relationship between socio demographic factor and organization culture factor.
- To study the association between organization commitment and Independent Variables Openness, Confrontation, Trust, Authenticity, Proaction, Autonomy, Collaboration, Experimentation.

LIMITATION OF THE STUDY

- The study is done on limited time.
- Sample size chosen was not sufficient to conclude.
- Lack of interest was shown by the respondents.
- Area constraint was there.
- This study is based on the prevailing employee perception. But the employee perception may change according to Proaction, Organization commitment, Trust, Openness, Confrontation factors.

RESEARCH METHODOLOGY

Research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific situation or problem". The data collected from primary source about 150 respondents in and around Trichy district by using simple random sampling method. The data were analysed with frequency analysis, ANOVA, Correlation statistical tools is used.

REVIEW OF LITERATURE

(Rousseau, 2000) also define the organizational culture as set of norms and values that are shared by individuals and groups across the organization. Organizational values and beliefs refer to the common ideas about what the shared goals of an organization.

(Watkins, 2001) investigated whether employee perceptions of learning culture and innovation affect their use of innovation. Three other manuscripts examined relationships between organizational culture and external factors.

(SARFO(B.A.Hons), September 2002) organizational reforms are being carried out by governmental and non-governmental as well as profit-oriented and non-profit oriented organizations.

(Daniel J.de Kock, 2002) An exploration of organizational culture: the perception of employment regulations in the workplace it is a well-known fact in the science organizational development.

(Smith, 2003) a company's culture differentiates it from other companies and helps explain why employees are attracted to one employer versus other employers.

(Martins, 2003) Organizational Culture appears to have an influence on the degree to which creativity and innovation are stimulated in an organization.

(al, 2003) in their paper presented and tested a conceptual model linking perceptions of the internal work environment and external markets to information technology (IT) worker turnover.

(et.al, 2004) studied "Social Exchanges within Organizations and Work Outcomes". Their research focused primarily on employee relationships with supervisors and with the organization to explain employee in-role and extra-role behaviours.

(Hofstede, 2006) on the other hand, explains the organizational culture in the form of onion that contains a number of layers and values that make the core of the organizational culture.

(Hirsch, 2015) The specific business problem was that some senior company managers lack strategies to establish an effective organizational culture to improve performance.

DATA ANALYSIS AND INTERPRETATION

Frequency Analysis

TABLE 1: DEMOGRAPHIC FACTORS OF THE RESPONDENTS

<i>Factors</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Age	Less than 25 years	15	9.7
	25-35 years	30	19.4
	35-45 years	43	27.7
	45 and above	62	40.2
	Total	150	100
Gender	Male	99	63.9
	Female	51	33.1
	Total	150	100
Marital Status	Married	111	71.6
	Unmarried	39	25.4
	Total	150	100
Academic Background	Upto higher secondary	8	5.2
	Diploma	31	20.0
	UG/PG(Technical)	73	47.3
	UG/PG(Non-Technical)	38	24.5
	Total	150	100
Selection criteria	Qualification and Experience	22	14.2
	Experience only	9	5.8

	Through Competitive Exam	111	71.6
	Others	8	5.4
	Total	150	100
Income	15000-25000	13	8.4
	25000-35000	30	19.4
	35000-45000	41	26.5
	Above 45000	66	42.7
	Total	150	100
Working Experience	3-5 years	11	7.1
	5-8 years	20	12.9
	8-12 years	31	20.3
	12-16 years	36	23.2
	More than 16 years	52	33.5
	Total	150	100.0

Source: Primary Data

The table 1 shows that demographic characteristic of the respondent out of 150 respondents the highest age 45 and above the percentage is 40.2. The male respondents are 63.9 and female respondents is 33.1%. The married respondent is 71.6 and unmarried is 25.4%. The academic background UG/PG(Technical) is highest and value is 47.3%. Selection criteria in the organization is through competitive exam is highest (71.6%). Monthly Income is 45000 and above is high (42.7%). The Working experience in the organization is more than 16 years is high (33.5%).

CORRELATION

TABLE 2: CORRELATION BETWEEN GENDER AND ORGANIZATION CULTURE FACTOR

<i>Factor (Gender & Organization culture factors)</i>	<i>Pearson correlation (R value)</i>	<i>Sig value (P value)</i>	<i>Result</i>
Openness	0.203	0.013	Positive

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

Source: Primary Data

P > 0.001- Null hypothesis accepted

P < 0.001- Null hypothesis rejected

- The factor openness is positively correlated
- There is a negative correlation between Gender and openness factor. The values are (R = 0.203) and (P value = 0.013), null hypothesis is accepted. There is no significance relationship between the variable Gender and openness.

ANOVA

TABLE 3: WORK EXPERIENCE AND TRUST

<i>Factor (Work Experience & Trust)</i>	<i>F</i>	<i>Significance</i>	<i>Decision</i>
Moral Support	0.833	0.506	Accepted
Contact	1.856	0.121	Accepted
Misuse the trust	0.991	0.415	Accepted
Trust	0.313	0.869	Accepted
Time Crisis	1.288	0.277	Accepted

(=H₀ accepted at 5% significance level)

Source: Primary Data

Null Hypothesis Ho - There is no relationship between Work experience and Trust factor.

- From the above table, it is concluding that the comparing Gender and Confrontation factor null hypothesis is accepted in all the variables Moral support, Contact, Misuse the trust, Trust, Time crisis. There is a no significance difference between Work Experience and Trust factor.

FINDINGS, RECOMMENDATIONS AND CONCLUSION

SUMMARY OF FINDINGS

- It is found out that 40% of the respondents are in the age group of 45 and above years, 64% of the respondents are male respondents and 71.6% of the employees married, Education qualification is 47.1% of technical graduates working in the organization.
- It is found out that 71.6% of the respondents is selected or appeared through competitive examination and 33.5% employees working in the organization more than 16 years, the monthly income of employees above 45000 is 42.6%.
- It is found that compare correlation between Correlation between Gender and Openness factor is Positively correlated.
- It is found that comparing socio demographic factor with organization culture factor in ANOVA Work Experience with trust null hypothesis is accepted.

RECOMMENDATION

- The senior employees should also motivate the new fresh employees in the organization in today's competitive situations consolidation and stability are more important than experimentation.
- It is centralized decision making organization sector and individual contribution in the work level is important.

CONCLUSION

This study is based on employee perception towards the organization culture employees what should feel or think about the organization. The leading telecom sector can encourage the employees for their organization goals, mission and productivity.

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