

A STUDY ON EFFECTIVENESS OF ORGANIZATIONAL CULTURE INFLUENCE WORKING ENVIRONMENT OF DAILY FRESH FRUITS INDIA PVT LTD WITH REFERENCE TO NAMAKKAL

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Abstract—The objective of this article is to demonstrate conceptualization, measurement and examine various dimensions of Effectiveness of Organizational Culture Influence Working Environment. The review begins with an examination of literature in the field of organizational culture and Working Environment. This literature review includes syntheses of the relevant literature concerning the role of organizational culture in enhancing business Working Environment, which results the business excellence in the organization. After analysis of wide literature, it is found that organizational culture has deep impact on the variety of organizations process, employees and its performance. To assess the impact of organizational culture on the overall effectiveness and to evaluate the association between each component of organizational culture and its effectiveness of service sector organizations. Materials and methods the present study is based on a primary sample of 120 employees selected from the company. This also describes the different dimensions of organizational culture. Empirical evidences further show that lack of cultural integration among member companies is a primary cause of the corporate group failure. More research can be done in this area to understand the nature and ability of the culture in manipulating performance of the organization. Managers and leaders are recommended to develop the strong organizational culture in order to improve the overall performance of the employees and organizations.

Keywords: Business Performance, Organizational Culture, Organizational Excellence.

INTRODUCTION

Organizational culture encompasses values and behaviours that "contribute to the unique social and psychological environment of an organization." According to Needle (2018), organizational culture represents the collective values, beliefs and principles of organizational members and is a product of such factors as history, product, market, technology, strategy

CHARACTERISTICS OF ORGANIZATIONAL CULTURE

Innovation (Risk Orientation) - Companies with cultures that place a high value on innovation encourage their employees to take risks and innovate in the performance of their jobs.

Attention to Detail (Precision Orientation) - This characteristic of organizational culture dictates the degree to which employees are expected to be accurate in their work.

Emphases on Outcome (Achievement Orientation) - Companies that focus on results, but not on how the results are achieved, place a high emphasis on this value of organizational culture.

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Emphasis on People (Fairness Orientation) - Companies that place a high value on this characteristic of organizational culture place a great deal of importance on how their decisions will affect the people in their organizations.

Teamwork (Collaboration Orientation) - Companies that organize work activities around teams instead of individuals place a high value on this characteristic of organizational culture. People who work for these types of companies tend to have a positive relationship with their co-workers and managers.

Aggressiveness (Competitive Orientation) - This characteristic of organizational culture dictates whether group members are expected to be assertive or easy-going when dealing with companies they compete with in the marketplace.

Stability (Rule Orientation) - A company whose culture places a high value on stability are rule-oriented, predictable, and bureaucratic in nature. These types of companies typically provide consistent and predictable levels of output and operate best in non-changing market conditions.

NEED FOR THE STUDY

This study is conducted to know about the employee's prioritization and their relationship and coordination towards their organization and its goals, objectives. This study aims to know the culture complied in an organization and employees satisfaction towards the Effectiveness of Organizational Culture.

STATEMENT OF THE PROBLEM

Effectiveness of Organizational Culture Influence Working Environment great extent the performance of the employees. It determines the work environment in which the employee feels satisfied. Since satisfaction determines or influences the efficiency of the employees, we can say that organizational Culture is directly related to the efficiency and performance of the employees. The organizational Culture can affect the human behavior in the organization through an impact on their performance, satisfaction and attitudes. Organizational Culture of different companies in the same Industry may vary, based on the type and size of the company. Without the effective organizational culture an organization cannot achieve its goals. Organizational culture plays an important role in the development of the organization. This study is carried out to know the Effectiveness of Influence Working Environment in Daily Fresh Fruits India Pvt Ltd.

OBJECTIVES OF THE STUDY

Primary objectives: A study the Effectiveness of Organizational Culture Influence Working Environment in Daily Fresh Fruits India Pvt Ltd.

Secondary objectives:

To examine the Effectiveness of Organizational Culture Influence Working Environment of Daily Fresh Fruits India Pvt Ltd

To determine the contribution of employees' performance feedback and planning process serves.

To determine whether physical work environment has influence on employees' performance.

To know the employees satisfaction level towards the facilities provide by the organization.

To suggest suitable measure for improving the Organizational Culture

SCOPE OF THE STUDY

This study is conducted to know the Influence Working Environment in an organization. This study helps to know the effectiveness and satisfaction level of the employees towards the organization.

It helps the management to prevent any other job seeking by the workers.

This study helps the public to know the merits and demerits while stating the similar type of Industry.

The scope of the study analysis with research design for primary sources in the interview scheduled.

LIMITATIONS OF THE STUDY

Some of the knowledge for the study could even be confidential and thus company isn't disclosing the identical. Respondent bias in answering the question might affect the result

The study was conducted only with limited respondents.

Some of the respondents don't give full attention because of their fear towards the high authority.

Excessive sounds from the several machines at work place act as a hindrance of study and the time is very short period.

REVIEW OF LITERATURE

Hoffmann 2021 a company Architecture for Sustainability International Journal for Operation and Production Management, Vol-21, ISSN 12 – 1573-1585, Cultural Sustainability introduced a broader scope. The essential requirement is, that an organization should respect the culture of its host nation. This comprises, that a business should not interfere and alter the culture so as to maximize its profits

(Ekosusilo, 2022) the strong influence of organizational culture on employee performance, there may be a gap between the culture desired by the company and the culture that is actually embraced by employees. This gap occurs when there is a discrepancy between the values officially declared by the company and the daily practices in the workplace. This misalignment can result in employee dissatisfaction, frustration, and even decreased performance

Brockway, 2023) It is the golden thread that runs through all aspects of the way in which the people work at any organization. There is an inevitable link between personal and organizational success. When individual effectiveness and integrity is lacking it can result in disastrous consequences, like the collapse of companies. Personal Effectiveness is the ability to make a positive and energetic impact on others by conveying ideas and information clearly and persuasively. It involves planning and prioritizing available means by using interpersonal skills to build effective working relationships with others and reduce personal stress.

RESEARCH METHODOLOGY

It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. "The present study on Effectiveness of Organizational Culture Influence Working Environment in Daily Fresh Fruits India Pvt Ltd"

RESEARCH DESIGN: The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

PERIOD OF STUDY: The duration taken by the researcher for the data collection and analysis from 3 Month

METHOD OF COLLECTION: It has two types

Primary data

Secondary data

Primary data: Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc.

Secondary data: Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research.

DATA COLLECTION TOOL USED

Questionnaire is a set of printed or writing question with a choice of answers, devised for the purpose of a survey or statistical study.

Collect the appropriate data,

Make data comparable and amenable to analysis,

Minimize bias in formulating and asking question,

To make questions engaging and varied.

SAMPLE SIZE: Total number of sample taken for the study is 120 respondents.

Sample size: Sample size is the number of observations used for calculating estimates of a given population. The size of the sample and the way in which it has been drawn from the population. Sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population.

POPULATION: The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of Daily Fresh Fruits India Pvt Ltd.

Probability sampling: Probability sampling is based on the fact that every member of a population has a known and equal chance of being selected. Probability sampling gives the best chance to create a sample that is truly representative of the population.

Simple random sampling definition: A random sample is a sample that is chosen randomly. It could be more accurately called a randomly chosen sample. Random samples are used to avoid bias and other unwanted effects.

SAMPLING TECHNIQUE: The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience

STATISTICAL TOOLS USED: The statistical tools used for analysis of collected data are:

Simple percentage analysis

Chi-square analysis

Correlation analysis

SUGGESTIONS

It means that the glue that the company holds together does not lead to mutual trust, organizational commitment, innovation and development.

Since most of the respondents have positive attitude about the effectiveness of organizational culture in this organization.

The employees whose are working in the company, searching some other job due to work stress and at the same time the employees are just satisfied with the salary provided by the company.

Hence, it is suggested that to rectify the problem by increasing employees. If the company clearly elucidates the problem

Training is very important in any company, the company may train their employees it may increase the production of the company.

CONCLUSION

This study has been conducted to know the organizational culture in the paper industry, In the present trend, organizational climate is considered vital role for the successful performance of any organization which the Indian have stored practicing, A good organizational climate motives the employees to continue to work harder for the success to the organization. This study has been conducted in Fruit industries to find out the nature of existing culture in the organization. This study has helped me to have an insight information about the organization regular procedures and assisted me in gaining a practical knowledge about how important it is to have a good climate and how helps in individuals and organizational excellence.

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