A STUDY ON ORGANIZATIONAL CULTURE IN NGA STEEL PRIVATE LIMITED AT SALEM.

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ABSTRACT

The study conducted to find out about the organizational culture that the apparel company use to motivate the employees. Culture is made up of the values, beliefs, underlying, assumptions, attitude, and behaviors shared by a group of people. The culture of a company as whole might be week and very difficult to characterize because there are so many subcultures. Each department or work call may have its own culture. The aim of the study was to analyze the impact of work culture on the performance of employees. It utilizing sampling strategy aimed the procedure of information gathering from the study respondents that was totaling to 100 individuals.

Keywords – Organizational, Assumptions, Attitude, Difficult, Performance

INTRODUCTION

Organizational culture is define as a pattern of basic assumptions invented, discovered or developed by a given group, as it learns to cope with the problems of external adaption 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. Organizational culture is a set of shared understanding, norms, values, attitudes and beliefs of an organizational which can foster or impede change. When people join

organization, they bring with them the values and beliefs that they have been taught. Quite often, however these values and beliefs are insufficient for helping the individual succeed in the organization. The person needs to learn how the particular enterprise does things.

Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team numbers. Think of it as the collection of traits that make your company what it is .A great culture exemplifies positive traits that lead to improved performance, while a dysfunctional company culture bring out qualities that can higher even the most successful organization.

DEFINITION

Organizational culture is defined as the underlying beliefs, assumptions, values and ways of interacting that contribute to the unique social and psychological environment of an organization. Culture also includes the organization vision, values, norms systems, symbols, language, assumptions, beliefs and habits.

Simply stated, organizational culture is "the way things are done around here"

OBJECTIVE

- To the study climate of the organization
- To study the type of organization culture prevailing
- Leads to improve employees satisfaction
- To identify potential leader
- Understand employees expectation and behavior

REVIEW OF LITERATURE

Ammons (2022)

The main criteria for measurement the performance of public services include efficiency, quality, and effectiveness. Efficiency, which refers to the cost of providing services, often occupies most of the measurement system and includes the measurement of services' quality and effectiveness, which refers to degree of achieving the expected results.

J open innov (2021)

The present research paper focus on four key aspects of organizational culture in the United Arab Emirates (UAE): employee attitude, performance, behavior, and productivity .Every organization has a unique culture, which shapes the employee's perspective to a larger extent. The greater the consistency of the approach the greater the likelihood of that organization achieving success. The main purpose of this study was examining the influence of corporate culture on the behavior of heterogeneous group of employees. The UAE as an emerging economy, has various ethnicities and nationalities in its workforce, each having its own distinctive national customs, languages, religions, histories and work patterns.

Lapuente and van de walle (2020)

The need to enhance public service performance has never been more pressing. Effective management this built on accurately measured performance and results. Deploying a system of performance measurement and execution is the first criterion for development and ultimate success. So it is critical to understand the organization's limits and measurement system.

Raval et al(2020) Power and compare their performance. Such a practice was "benchmarking, a method that is used in management and, in particular, in strategic management of companies or organizations evaluate the various aspects of their operation and evaluate better practices of other organizations(mainly competitors)

RESEARCH METHODOLOGY

Research Methodology provides students with a comprehensive overview of a broad range of research paradigms and methodologies, with their ontological and epistemological underpinnings, as well as associated methods and techniques, in order to inform the design of methodologically sound research proposals and to develop their interdisciplinary methodological literacy as future researchers.

Research design:

The research design that is used in this study is descriptive research design and Descriptive research designs are those which are concerned with describing the of particular individual or of a group. It gives a clear description about the different aspects of the selected problem of research. Analytical research design concerns itself with came-effect relationships among variables. It attempts to analyze the situation and make critical evaluation.

Primary data: The data is collected from the employees through questionnaire method
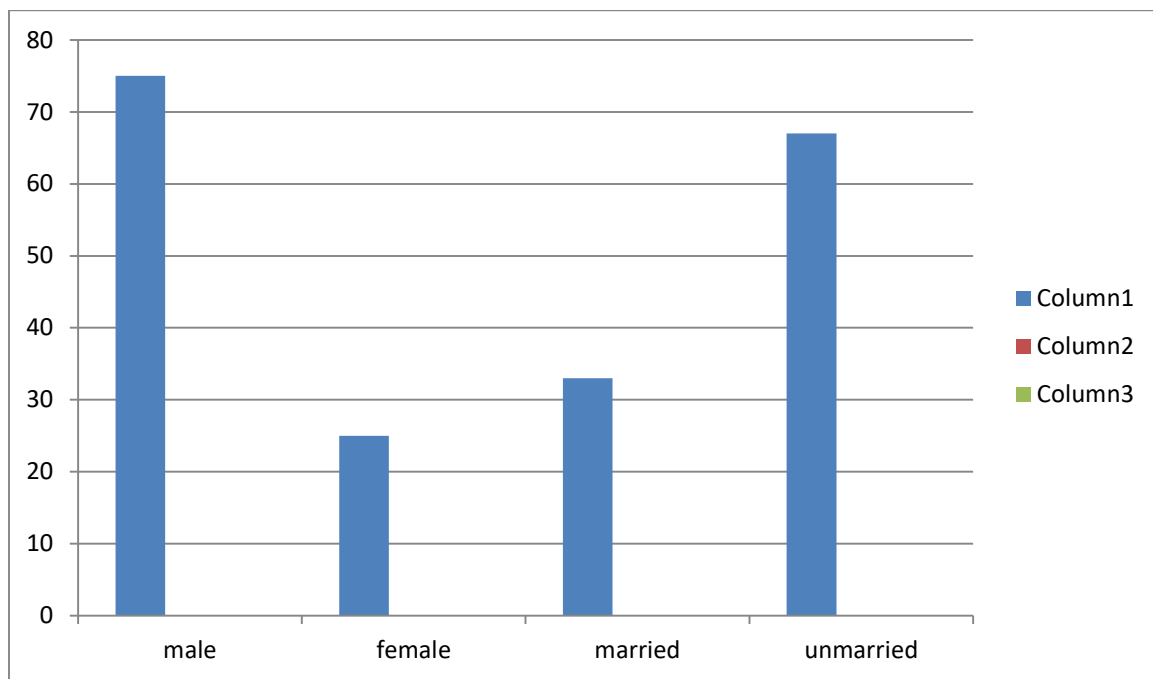
Secondary data: The secondary data is collected from the various sources such as book, website, journal, magazines etc.,

TABLE AND CHARTS

Table 1: Gender and marital status

| Male	75
Female	25
Married	33
Unmarried	67

Source: primary data

Chart 1

Inference:

From the above table and chart, it is inferred gender 75% employees are male and remaining 25% of employees are female, marital status 33% of marital remaining 67% are unmarried.

TABLE 2: AGE AND MONTHLY INCOME

| Age	0>20	20-30	30-40	Above 40
No. of employees	10	40	25	15
Salary	Below 10,000	10,000-15,000	15,0000-20,000	Above 20,000
No. of employees	27	37	23	13

Source: primary data

CHART 2:
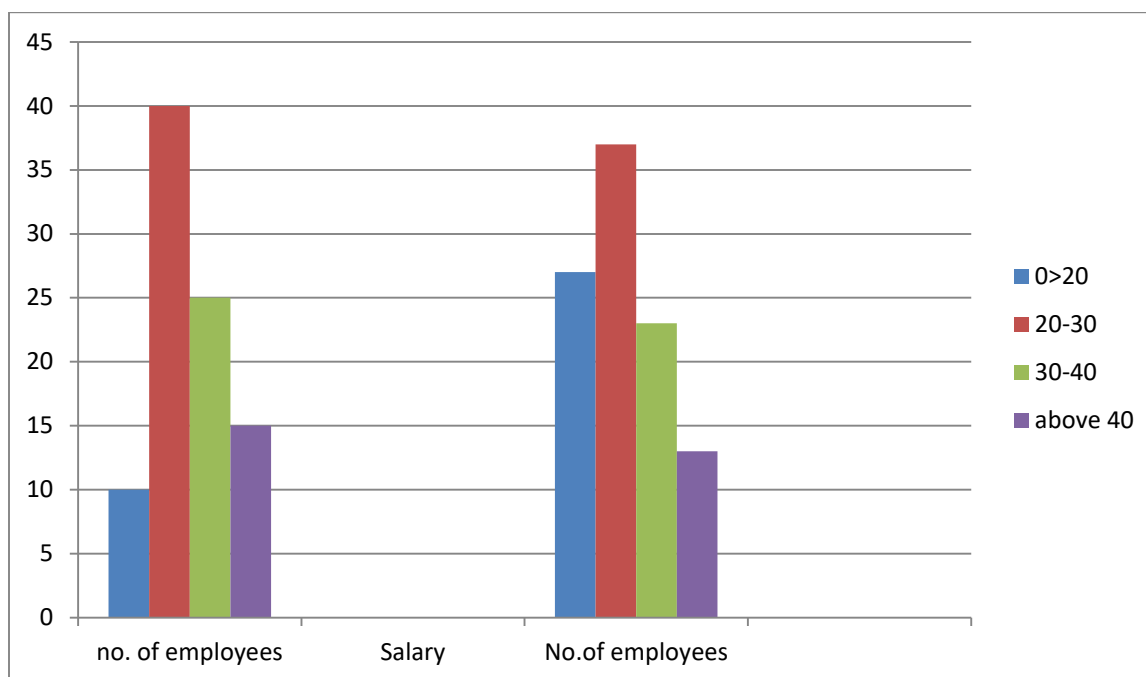
Inference:

Age below 20 are 10%, 20-30 are 40%, 30-40 are 25% and above 40are 15%. Below 10,000 are 27%, 10000-15000 are 37%, 15000-20000 are 23%and above 20000 are 13%.

TABLE 3: EDUCATIONAL, DEPARTMENTAL & EXPERIENCE

Educational	SSLC	HSC	Diploma	UG	PG
No. of employees	8	12	44	25	11
Department	Production	HR	R & D	Accountant	Others
No. of employees	48	3	8	6	35
Experience	0-1 Years	1-3 Years	3-5 Years	5-7 Years	Above 7 Years
No. of employees	38	22	17	11	12

Source: primary data

CHART 3:
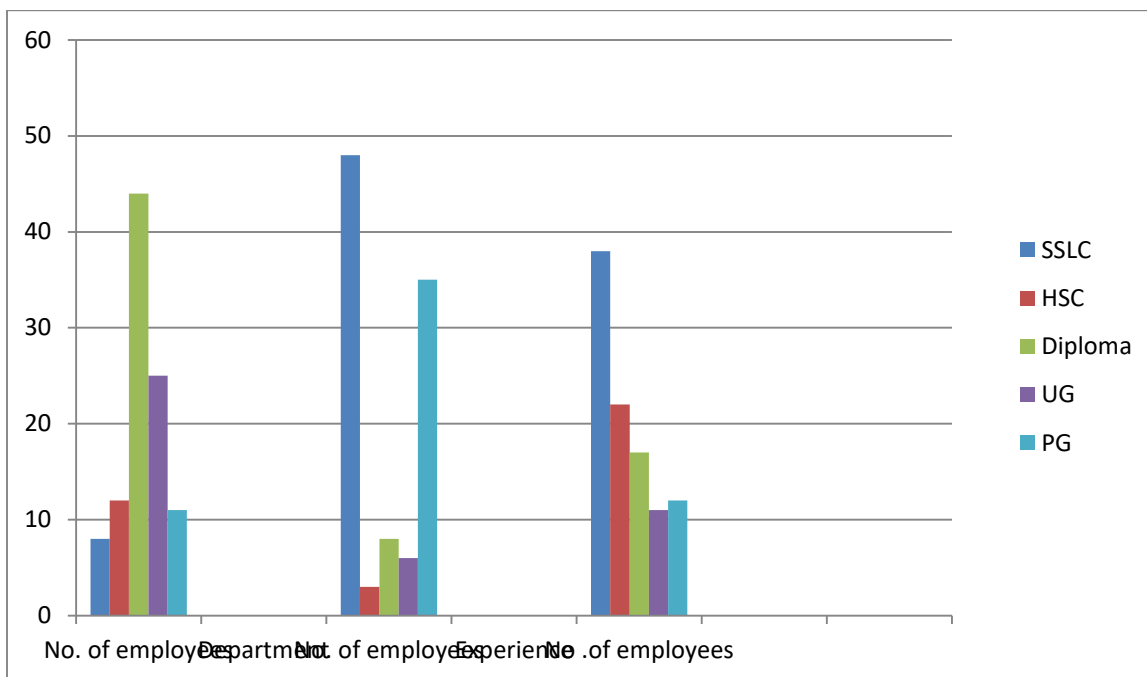
Inference:

Coming to the experience 0-1yr are 38, 1-3yr are 22%, 3-5yr are 17%,5-7yr are 11% and above 7yr are 12% and finally in SSLC having 8%, HSC having 12%, diploma having 44%, UG having 25%, and PG having 11%. Department in Production having 48%, HR having 3%, R& D having 8%, accounts 6% and others 35% are working in organizations.

CONCLUSION

The literature on organizational culture and performance revealed that companies that know how to develop their cultures in an effective way most probably have the benefit of advancement in productivity and the quality of work life among the employees. The review concludes that organizations where culture determines how things are done, where employees had clear spelt out work ethics, were like- minded employees hold similar beliefs and values, guided by value of consistency, adaptability and effective communication system, gives employees a sense of identity which increased their commitment to work.

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