



A STUDY ON EFFECTIVENESS OF AN ORGANIZATIONAL CULTURE IN FORD, PONDICHERRY

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ABSTRACT :

The topic of the project is “A study on Effectiveness of an organizational culture in FORD”. Organizational culture is a complex phenomenon and is formed in diversity of ways, it might initiate from the challenge and obstacles that organization features, it may perhaps be an intentional creation of the management and employees working in the organization. The culture of the organization consists of the values and beliefs of the people in a organization. It attains the goals of an organization. Culture of the organization is something that can predominantly ground the performance of the employees in the workplace. It brings out the behavioural aspect of the employees. The main objective of this project is to study the organizational culture of this company. The purpose of the survey process is to provide more accurate assessment of the existing culture from the employee’s point of view and also to access their behaviour with respect to that of the existing culture The research design used in this study is descriptive research design. Data from 100 employees were collected as samples.

Keywords : Values, Organizational Culture, Performance, Satisfaction and Management.

INTRODUCTION :

The management of people at work is one of the primary ways to organizational success. Increasingly, managers in organizations recognize that people are human resources to be managed effectively, just like money and other organizational resources. Many employees have discovered that better management of human resources can be a major source of

productivity, improvement and growth. The positive view of people working in the organizations as an asset with unlimited potential is the core concept of the human resource system. Culture is a term that describes the shared values and goals of an organization. When everyone in a corporation shares the same values and goals, it's possible to create a culture of mutual respect, collaboration, and support. Companies that have a strong, supportive culture are more likely to attract highly qualified, loyal employees who understand and work toward the company's best interests. Culture starts with leadership, is reinforced with the accumulated learning of the organizational members, and is a powerful set of forces that determine human behavior.

IMPORTANCE OF ORGANIZATIONAL CULTURE :

- The culture decides the way employees interact at their workplace. A healthy culture encourages the employees to stay motivated and loyal towards the management.
- The work culture goes a long way in creating the brand image of the organization. The work culture gives an identity to the organization. In other words, an organization is known by its culture.
- The organization culture helps build an emotional attachment to the enterprise. The culture cultivates a sense of belonging and commitment towards the corporation and develops a sense of unity at the workplace.
- Employees try their level best to perform better than their fellow workers and earn recognition and appreciation of the superiors. It is the culture of the workplace which actually motivates the employees to perform.
- No two organizations can have the same work culture. It is the culture of an Organization which makes it distinct from others.

REVIEW OF LITERATURE :

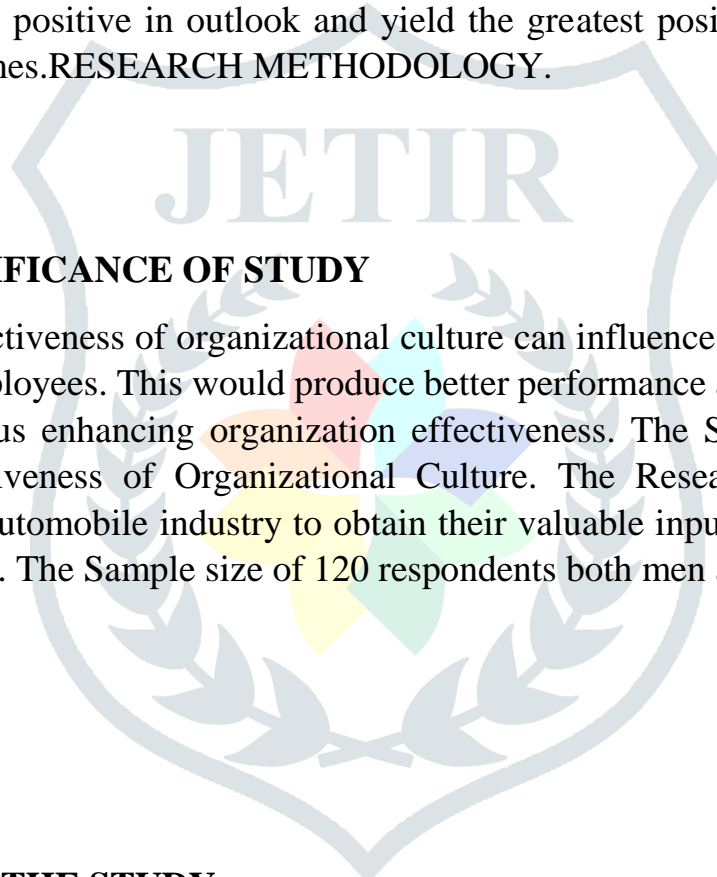
Mohammad Hassan Jafri (2012), OCTAPACE culture is relevant and critical for business performance and success and brings higher efficiency and organizational effectiveness. OCTAPACE culture is represented by occurrence of values/ethos of Openness, Confrontation, Trust, Authenticity, Pro-action, Autonomy, Collaboration and Experimentation. It deals with the extent to which these values / ethos are promoted in organisation.

Zafer Acar (2014), it is found out that the dominant organizational culture in the Turkish healthcare industry is Hierarchy and it is followed by Market and Clan cultures. It can be interpreted as corporate culture in Turkish healthcare industry bases on stability, order and control. Even every case in hospitals is different from the others this result is surprising because of these kinds of organizations which are effective in emphasizing stable, predictable, and mechanistic processes.

Paul Lester Nesbit(2014), states that adaptive culture consists of three components: ability to create changes, a focus on customers, and learning at an organizational level. Ability to create change reflects the frequency of changes and innovations and the ways in which they occur as well as employees' support of these changes.

Walid EI Leithy (2017), defines that organizational culture in relationship to work related attitudes, work behavior as intervening variable & organization performance as a dependent variable. Culture of an organization represents the personality of an individual . It is that distinctive collection beliefs, values, work styles & relationships that distinguish one organization from another.

Hillary Odiakaose ODOR (2018), explained about the relationships between some organizational culture parameters and individual performance, organizational performance and sustainability. It till stand to reason that organizations should focus on that aspects of their cultures that are positive in outlook and yield the greatest positive result in terms of organizational outcomes.



SCOPE AND SIGNIFICANCE OF STUDY

The study of the effectiveness of organizational culture can influence behavior, attitude and motivation of the employees. This would produce better performance and work commitment of the employees, thus enhancing organization effectiveness. The Study is an attempt to determine the effectiveness of Organizational Culture. The Research was designed to personally meet the automobile industry to obtain their valuable inputs and suggestions for further improvements. The Sample size of 120 respondents both men and women across age groups.

LIMITATIONS OF THE STUDY

- The research is limited only to Ford .The results are not generalized to all other Department. And this research is not applicable to other sector there may be differences in the legal, economic, technological or socio cultural environments.
- It was very difficult to gather data from them as most of them delayed because of their busy schedules.
- The result of the study can't be completely generalized because the sample was restricted to 120 respondents.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE :

To study about the Organizational Culture on effectiveness of job performance.

SECONDARY OBJECTIVES :

- To understand the overall culture in FORD.
- To Identify the factors which affects the culture of the organization.
- To measure the impact of Organizational Culture on level of work commitments of the employees.

RESEARCH DESIGN

PRIMARY DATA

A set of questions related to the research topic was formulated. Repose for each questions included in the questionnaire have been collected from the employees.

SECONDARY DATA

Secondary data was collected from various published resources like journals, websites, books, specifically related to organizational culture.

POPULATION

All items in any field of enquiry constitute a universe or population .

SAMPLE SIZE

A Sample of 120 respondents are selected for the study.

PERIOD OF STUDY

Period of study was 3 months.

DATA ANALYSIS AND INTERPRETATION

Profile of the Respondents

TABLE NO : 1.1 SHOWING PROFILE OF THE RESPONDENT

PARTICULARS		RESPONDENTS	PERCENTAGE
Age	20-35	75	62.5
	36-50	32	26.7
	51-70	13	10.8
	Above 71	0	0
Gender	Male	78	65
	Female	42	35
Qualification	SSLC	0	0
	HSE	1	0.8
	UG	66	55.4
	PG	53	43.8
Experience	1-3 years	53	44.2
	3-6 years	18	15
	6-9 years	18	15
	Above 9 years	31	25.8

INTERPRETATION

It can be interpreted from the table that majority of the respondents are in the age group of 20-35. Majority of the respondents are Male. Majority of the respondents are UG graduates. Majority of the respondents are having experience of 1-3 years.

CORRELATION

Correlation is a statistical technique for investigating the strength and direction of the relationship between quantitative continuous variables. It measures the degree of association between two variables.

Null Hypothesis H₀: There is no significant difference between experimenting and team work of the respondents.

Alternative Hypothesis H₁: There is significant difference between experimenting and teamwork of the Respondents.

**TABLE NO: 1.2 SHOWING CORRELATION BETWEEN
EXPERIMENTING AND TEAM WORK**

		Experimenting	Teamwork
Experimenting	Pearson Correlation	1	-.120**
	Sig. (2-tailed)		.019
	N	120	120
Teamwork	Pearson Correlation	-.120**	1
	Sig. (2-tailed)	.019	
	N	120	120

R=-.120 p=.019

INTERPRETATION

It can be interpreted from the table that correlation coefficient is -0.120 indicates that there is negative relationship between experimenting and team work .The p value is less than .05, we can reject the null hypothesis and there is a statistically significant relationship between experimenting and teamwork.

ONE- WAY ANOVA

One – Way ANOVA is used to compare the means of more than two groups.

STATISTICAL HYPOTHESIS

Null Hypothesis H0: There is no significant difference between age and Recognition of the respondents.

Alternative Hypothesi H1: There is significant difference between age and Recognition of the respondents.

TABLE NO: 1.3 SHOWING ANOVA OF THE RESPONDENTS

	Sum of squares	DF	Mean square	F	Sig
Between Groups	8.876	2	4.438	8.820	.000
Within groups	62.715	117	.536		
Total	71.792	119			

INTERPRETATION

It can be interpreted from the table that the significant value .000 which is less than .05, Null hypothesis is rejected. Thus, it can be concluded that the difference between age and recognition of the respondent's means are statistically significant.

FINDINGS:

- Utmost 96% of employees belong to the age group of 20-35 years.
- The majority of the study comprised on males with 65% and female with 35%.
- 55.5% of the employees are graduates.

- The Maximum number of employees who undergone through the survey are having an experience of 1-3 years with the percentage of 44.2%
- 48.3% of employees are agree with the Free and Frank communication helps in solving problems.
- 51.7 % of employees are agree with the organization values, Beliefs and ethics

SUGGESTION

- The Maximum number of employees is Neither agree nor disagree with the superiors support ,so the management should understand their situation and treat them according to that.
- The Management should take the ideas of the employees also to do the new things, so the management should improve the employee's opportunities for independent thoughts and actions in their job.
- Superior has to encourage and motivate the employees to get reward for innovative approaches .It leads to improve the culture of organization.
- Management must have free and friendly relationship to allow employees to comment their views, expectations, creative ideas etc., and then only the Leadership in the Organization is considered as mentoring and nurturing to employees at all level and boosts their confidence and trust in the Organisation.

CONCLUSION

It is concluded from the study that most of the respondents agree that they have good relationship with their colleagues. The personal policies of the organization facilitate employee's development. The organization encourage the employees based on the performance by giving some rewards and awards and also the study has revealed that good team spirit, senior guiding the junior employees and other measures are highly appreciable in the organization. The organizational culture play a major role in the performance of the employees and the success of every organization. There is a very strong effect of the organizational culture on the morale and satisfaction of the employees of the organization. The culture reflect the employees' perception of their organization. Each organization has its own organizational culture that clearly different from other organizations.

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