

A Study on Employee's Perception towards Organization Culture at Airflow Equipment (India) Pvt. Limited

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Abstract

The project entitled organization culture is to know the satisfaction level of the employees with the existing culture. Human resources are the most critical assets of the organization. In order to achieve the goals or objectives of an organization, they need to satisfy the employees with the methods and benefits. This study seeks to determine employees' perceptions of the organization's culture. An organization's culture is affected as the organization meets and knows how to cope with external and interior challenges. An organization's culture shapes the route people take and must be considered a contingency element. This article defines and measures organizational civilization and its impact on performance. The study aims to improve solidarity and cohesion and stimulate employees' enthusiasm and creativity to improve the organization's culture. Organizational culture profoundly impacts various organizational processes, employees, and performance. Questionnaires were developed and distributed to the employees to collect primary data.

Keywords: Organization culture, employee's perception, organizational behavior, employee behavior

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Introduction

Organizational culture represents the collection of beliefs, values, norms, attitudes, and assumptions that dominate a company and do not have to be formulated. This set of elements influences people's behavior and the accomplishment of their tasks ([Schein,1990](#)). Companies with a vital, supporting culture are more likely to attract highly qualified, dedicated employees who understand and work toward the company's best interests. When establishing and developing a company or other organization, an internal culture will develop step by step. The purpose of its existence is to improve solidarity and cohesion, stimulate employees' enthusiasm and creativity, and improve an organization's economic efficiency. Like cultures in general, organizational cultures are complex and unique. They are based on their

individual history, leadership, and workforce. Organizational culture is a pervasive force. It is a shared set of customs, beliefs, and practices, sometimes stated as "the way does things." It is revealed in little things, such as where staff sits at the conference table for meetings or whether they wear suits or jeans to work. Hence, it is essential to comprehend how organizational cultures affect employee behavior to improve management and let an organizational culture have the right effect on employees. *Organizational culture* is defined as a way of basic assumptions invented, discovered, or developed by a given group as it copes with the problems of external adaptation and internal research that has worked well enough to be deemed valid and, therefore, is to be taught to the new members as the correct way to perceive, think, and feel about those problems.

REVIEW OF LITERATURE

Olena Skrynnyk (2023) Different scholars study organizational growth through prismatic lenses of various determinants. Despite extensive analysis, it was discovered that there needs to be more evidence on the measurement, research, and forecast of organizational development using digital tools. The understanding gap showed the potential to define convergent and divergent determinants of organizational development. The study in the context of indicating convergent and divergent determinants of organizational development is divided into two parts – the purpose of determinants for the surrogate model and the construction of the prediction model.

Pradana M, Silvianita A, Syarifuddin S and Renaldi R (2022) Digital technologies have become a significant factor for innovation in the business environment. Organizations have taken advantage of digitized data and information to increase performance. However, there still needs to be more research focusing on the effect of digitalization on organizational culture, which, in the end, will affect implementation. We develop this study by exploring a proposed model involving digital organizational culture to enhance organizational performance.

Sophia Su, Kevin Baird, and Rahat Munir (2022) examine the influence of organizational culture on organizational resilience from an organizational life cycle (O.L.C.) perspective. Design/methodology/approach - An online survey questionnaire was used to collect data from 410 middle-level managers in Australian business organizations using Qualtrics, a well-known international data collection organization. The findings show that the consideration for people/teamwork cultural dimension is positively associated with organizational resilience across all O.L.C. stages (i.e., birth, growth, maturity, and revival). In addition, the outcome-oriented (innovation) culture dimension enhances organizational resilience in the growth and revival (maturity) stages.

Triguero-Sánchez, Rafael; Peña-Vinces, Jesús; Ferreira, João (2022). In the context of public organizations, this research explores the effect of a collectivism-based organizational culture on employee commitment (E.C.) from a triple perspective - affective, normative, and continuance. A sample of 214 employees of public organizations in Spain was used, and the data were analyzed through the Structural Equation Model (S.E.M.). The findings show that the prevalence of

collectivism in public organizations favors higher levels of employee commitment. Such commitment can be seen in the employees' intention to remain in the organization to provide services or emotional attachment.

[Hassan, M.K.](#), [Abdulkarim, M.E.](#) and [Ismael, H.R.](#) (2022), This study aims to investigate the association between organizational culture (O.C.) and the extent to which risk governance (R.G.) practices are implemented in Qatar. his study is novel because it empirically examines the O.C.–R.G. relationship in an emerging market economy (Qatar). In this, it is found that An O.C. of "tight control," the presence of an I.A., and being a private firm are significantly associated with implementing R.G. practices. An O.C. of teamwork is negatively associated with R.G. practices.

Samuel J. Osifo (2021) empirically examined the influence of organizational culture on employee engagement in deposit money banks in Benin City. The study's specific goals were to investigate the influence of power, role, task, person, and innovative-oriented culture on employee engagement in deposit money banks. The study assumed a cross-sectional survey research design and specifically used data collected from three hundred thirty-one (331) Deposit Money Banks (MDB) staff in Benin City.

Quan H.N. Tran (2021) challenges the influence of organizational culture types on leadership behavior and job satisfaction. The theory of culture was divided into four characteristics: clan, hierarchy, adhocracy, and market.

[Babatunde Akanji, Chima Mordi, Afam Ituma, ToyinAjibade Adisa, and Hakeem Ajonbadi](#) (2020) explore the impact of organizational culture (O.C.) on leadership styles in Nigerian universities. The study utilizes the cultural dimensions theory (Hofstede's insights) and the social exchange concept as theoretical lenses to examine the phenomena.

RESEARCH METHODOLOGY:

The study will use a quantitative study design, using survey questionnaires to gather data on employees' perceptions of organizational culture. When designing research, such as a study on employees' perceptions of organizational culture at Airflow Equipments (India) Pvt. Limited, you should consider your objectives, methods, and data collection. Consider using a mixed-methods approach, combining qualitative interviews or surveys with quantitative data analysis.

ANALYSIS

DESCRIPTIVE STATISTICS

This study will understand the employee's perception of organizational culture at Airflow Equipments (India) Pvt. Limited descriptive statistics on demographic factors are studied. Percentage analysis was done on gender, age, educational qualification, designation, Income, and marital status. Gender: the majority of respondents, 51.9%, are male. Age: the majority of the respondents, 33.7% of the respondent, are from the age group between 25 – 34 years; educational qualification: the majority of respondents, 34.6% of respondent are postgraduate; designation: the majority of respondents, 30.8% of the respondent are assistant manager, Income: the majority of respondent 24.0% of the respondent are 45000 to

55000, Marital status: the majority of respondent 51.9% of the respondent are married.

Table 1: Descriptive analysis of the respondent

FACTOR	FREQUENCY	PERCENTAGE
GENDER		
Male	54	51.9%
Female	50	48.1%
AGE		
Below 24 years	12	11.5
25 - 34 years	35	33.7
35 - 44 years	15	14.4
45 - 54 years	34	32.7
Above 56 years	8	7.7
EDUCATIONAL QUALIFICATION		
H.S.C	9	8.7%
Diploma	24	23.1%
Graduate	35	33.7%
Postgraduate	36	34.6%
DESIGNATION		
Managing director	14	13.5%
General manager	23	22.1%
Clerk	19	18.3%
Assistant manager	32	30.8%
Accountant	16	15.4%
INCOME		
Less than 25000	10	9.6%
25000 to 35000	22	21.2%
35000 to 45000	19	18.3%
45000 to 55000	25	24.0%
55000 to 65000	16	15.4%
Above 65000	12	11.5%
MARITAL STATUS		
Married	54	51.9%
Unmarried	50	48.1%
CONTRIBUTION OF ORGANIZATION EXTENT		
A Great Deal	10	9.6%
Much	19	18.3%
Somewhat	27	26.0%
Little	26	25.0%
Never	22	21.2%
SATISFACTION OF OVERALL ORGANIZATION CULTURE		
Very Dissatisfied	10	9.6%

Dissatisfied	24	23.1%
Neutral	23	22.1%
Satisfied	34	32.7%
Very Satisfied	13	12.5%
PROMOTION OF ORGANIZATION CULTURE OF COLLABORATION AND TEAMWORK		
Not at all	7	6.7%
Slightly	32	30.8%
Moderately	13	12.5%
Very	27	26.0%
Extremely	25	24.0%

CORRELATION

Correlation is an analysis of the association of two or more variables. *Correlation* may be defined as the degree of relationship between two variables. *Correlation* is a statistical measure that indicates the extent to which two or more variables fluctuate about each other.

H0 (NULL HYPOTHESIS): There is no correlation between the organization's impact and the extent of the leader's demonstration.

H1 (ALTERNATIVE HYPOTHESIS): There is a correlation between an organization's impact and the extent of the leader's demonstration.

Table 2: correlation test between organization impact and extent of the leader demonstration.

Correlations			
		How does organizational culture impact employee satisfaction and loyalty?	What extent does the leader demonstrate flexibility and adaptability in response to changing circumstances ?
How does organizational culture impact employee satisfaction and loyalty?	Pearson Correlation	1	.208*
	Sig. (2-tailed)		.035
	N	104	104
What extent does the leader demonstrate	Pearson Correlation	.208*	1
	Sig. (2-tailed)	.035	

flexibility and adaptability in response to changing circumstances?	N	104	104
*. Correlation is significant at the 0.05 level (2-tailed).			

From the above table, we find that the significant value is 0.025, greater than the table value of 0.05, so the null hypothesis is accepted, and the alternative hypothesis is rejected. Therefore, there is no correlation between the extent of the organization's contribution and satisfaction with digital communication tools.

CONCLUSION

This research contributes knowledge by showing a linkage between the organization and employees' perception culture at Airflow Equipments (India) Pvt. Organizational culture is seen as the most critical factor in determining the employees' working method, which is used as the organization's standard. Organizational culture should have more clan features; managers should turn to their employees, find what people value, and use open feedback to collect employees' ideas and allow them to act. Inspirational motivation (e.g., trust, pushing decisions to the lowest levels, allowance for mistakes) and individualized consideration affect clan culture. Organizational culture is a way of teaching basic assumptions to personnel as the correct way to perceive, think, and act daily. This study attempted to analyze the organization's culture and its perception of employees. A positive organizational culture that is employee-friendly is essential for an organization to be successful.

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