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A Study on Organizational Culture in Sakthi Auto Component Limited

J. TAMILARASU, S. NAVEENKUMAR

Assistant Professor, Department of Management Studies, Nandha Engineering College (Autonomous), Erode, India

MBA II- Year, Department of Management Studies, Nandha Engineering College (Autonomous), Erode, India

ABSTRACT: The culture of an organization is influenced as the organization faces and learns how to cope with external and internal challenges. Those principles are maintained as the organization's way of doing business offers an effective adaptation to environmental problems and maintains success. As a way to do business, new members are taught certain principles and ways of doing business. In any program for improving organizations and human resource policies and procedures, the culture of an organization shapes the way people behave and needs to be taken into account as a contingency factor. This is why understanding the idea of organizational culture, how it affects organizations, and how it can be handled is important for industrial sociologists as well as human resources specialists.

I. INTRODUCTION OF THE STUDY

Due to its significance in boosting organizations' core competencies and how they operate, the notion of organizational culture has played a large role in the study of organizational behavior. As a result, it is a common business issue in both academic research and the business process. It has been said that a good fit between the employee and their organization is crucial. Organizational culture is a key component used to assess how well a person fits into their organizational setting. Because the organization's views and values are generally shared consistently throughout the organization, it is generally accepted that strong cultures are associated with consistency. As a result, managing culture can be viewed as managing commitment.

II. STATEMENT OF PROBLEMS

❖   Lack of clarity and consistency in organizational values and behaviors: In some organizations, there may be a disconnect between what the leadership espouses as the company's values and how those values are actually practiced by employees. This can lead to confusion, mistrust, and a lack of motivation among staff.
❖   Resistance to change and innovation: In organizations with a deeply entrenched culture, employees may be resistant to new ideas, technologies, or ways of doing things. This can stifle innovation and limit the organization's ability to adapt to changing market conditions.

III. OBJECTIVES OFTHE STUDY

*   To study the organizational culture of Sakthi Auto Component Limited.
*   To assess the attitude of the employees toward their job and organization.
*   To determine the various factors that relate to the organizational culture of Sakthi Auto Component Limited.
*   To identify employees' perceptions about various aspects of organizational culture.

IV. SCOPE OF THE STUDY

*   The research study entitled, "A study on organizational culture in Sakthi Auto Component Limited, pallagoundenpalayam, considers the assumption/perception of the employees about the organizational culture prevailing in Sakthi Auto Component Limited. The main purpose of this study is to know the organizational culture in Sakthi Auto Component. The researcher analyses the various dimension of organizational culture among the employees and its impacts.
*   Thus the study helps the organization to take necessary steps to enhance the organizational culture to make the organization function effectively. It is also helpful for the management to handle the employees.

2. LIMITATIONS OF STUDY

- This study is limited only to Sakthi Auto Component Limited.
- Some employees are reluctant in answering the questions as they felt the opinion expressed by them may be misunderstood by the management.
- The employee's opinion may be biased.

V. REVIEW OF LITERATURE

LEONARD J. MOMOS, DR. WILLIS OTUYA (2020)[1] entitled Research on **"ORGANIZATIONAL CULTURE ON STRATEGY IMPLEMENTATION IN KENYA"** organizational culture on strategy implementation in both government and non-governmental organizations and its evaluation has identified by certain researcher's research. The main aim of the research article was to identify and determine a strong relationship between organizational culture and strategy implementation. A literature review was adopted as a methodology to review the culture of an organization upon strategy implementation. The organization generally tends to have a large impact on establishing a culture that will contribute to the organizational strategy implementation. Hence Organizational culture plays a vital role in enhancing strategy implementation. Organizational culture must be binding on all members of the organization as this will encourage uniformity among members of the organization and enhance commitment, group efficiency and overall implementation of the strategy

Joseph1, Francis Kibera2,(2019)[2] entitled research on **"Organizational Culture and Performance"** A descriptive cross-sectional survey design was adopted. Secondary data were collected from annual reports by the Association of Microfinance Institutions in Kenya and the Microfinance Rating Africa. Primary data were collected using a structured questionnaire targeting the chief executive officer, human resource manager, and marketing manager. Data were analyzed using factor analysis and hierarchical regression. Our analysis identifies clan and hierarchy as the dominant cultural typologies in the microfinance industry. The results obtained demonstrate that organizational culture has a significant influence on non-market performance. In addition, market culture is inversely associated with the debt/equity ratio. We conclude that organizational culture is a major source of sustainable competitive advantage in the microfinance industry. Furthermore, we conclude that market culture promotes financial independence and sustainability in the long term.

Goddana Mensima (2018)[3] entitled research on "Organizational Culture as a Predictor of Employee Commitment" Organizational culture and employees' values enhances their commitment towards service excellence. Hence assessing organizational culture is critical to engendering employee commitment. This study was therefore conducted to examine the influence of organizational culture on the commitment to service excellence of the management support staff of the College of Technology Education of the University of Education Winneba. Specifically, four dimensions of organizational culture were examined, namely: clan culture, adhocracy culture, market culture, and hierarchical culture. Samples for the study were collected by the convenience sampling technique. Data was collected by the use of questionnaires and analyzed with SPSS through descriptive statistics. The findings indicate that hierarchical culture is the topmost factor underlying employees' commitment to service excellence at the college. The findings depict that existing organizational cultures have significant effects on the organizational commitment of employees; the clan culture does not have significant effects on the commitment of management support staff to service excellence. The study also found that the commitment of management support staff to service excellence is not predicted by a culture of adhocracy.

Markus Groth3,(2016)[5] entitled research on "Organizational culture change in health care organizations" The culture of an organization shapes the attitudes and behaviors of employees and plays a key role in driving organizational outcomes. Yet, it is enormously challenging to manage or change. The purpose of this paper is to review the recent literature on culture change interventions in healthcare organizations to identify the common themes underpinning these interventions. The paper is developed from an extensive review of the literature on culture change interventions in health care from 2005 to 2015, building on previous reviews and highlighting examples of good practice. All culture change interventions included in the review used processes and techniques that can be classified into Lewin's (1951) three-stage model of change. These include providing evidence for the need for change through data, a range of successful change strategies, and strategies for embedding the culture change into business as usual. The authors provide an important insight into the key principles and features of culture change interventions to provide practitioners with guidance on the process within health care and other organizations. There is uncertainty and debate about what we know and don't know. A review of the literature reveals that studies examining the association between organizational culture and organization variables are divergent in how they conceptualize key constructs and their interrelationships.

The purpose of this study is to increase the knowledge base on organizational cultures and their relation with other organizational variables. Our analysis provides a blueprint to guide future research and facilitates knowledge accumulation and creation concerning the organizational performance impacts of organizational culture. Upon examining numerous kinds of literature, it is found that organizational cultures' relationship with other organizational variables like commitment, satisfaction, leadership, organizational performance and employee turnover are established by this literature review study. Research reveals that the possession of similar norms and values by the organization and its employees will improve the performance of the organization toward achieving its goals of the organization.

<u>**Richard Buchanan**</u> **(2015)**[6] entitled research on "**Design, Management, and the Reform of Organizational Culture"** design and design thinking in the management of organizations is at an early stage. Most of the research and applications of design have focused on attitudes, skills, methods, and techniques. These have been applied to tactical issues of the development of products and services, issues of organizational operations, and issues of the vision and strategy of organizations. But there is a principle that distinguishes design as a practice of management from other schools of management over the past century. That principle focuses on the quality of experience for all of those served by organizations, whether for-profit, not-for-profit, or <u>governmental organizations</u>. The design movement in management aims at organizational culture reform.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN
A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure". The research design used for this study is of the descriptive type. Descriptive research studies are those studies that are concerned with describing the characteristics of a particular individual or group.

1.   COLLECTION OF DATA
The first step of an investigation is the collection of data Care full collection is needed because the further analysis is based on this. There are different methods of collection of data that must be reliable. If the collected data are faulty the results will also be faulty.

8.1 SOURCES OF DATA
Data can be defined as the quantitative or qualitative values of a variable. Data sources are broadly classified into two types.
•   Primary Data
•   Secondary Data
2.   SAMPLE SIZE
The sample size selected for this research is 245

8.3 METHOD OF DATA COLLECTION
In this study the structured questionnaire has been used for data collection, questionnaire has been constructed in view of the objective of this study.

8.4 STATISTICAL TOOLS USED FOR THE ANALYSIS
•   Simple Percentage
•   Chi-square analysis

8.5 Simple percentage :
The percentage method refers to a specified kind that is used in marketing comparison between two or more series of data. percentage is based on descriptive relationships it compares the relative items. since the percentage reduce everything to a common base and thereby allow meaningful comparison.

Formula

No. of respondents

Percentage analysis =   * 100

Total No. of respondents

6.   CHI SQUARE METHOD

It is a statistical method to test whether two more variables are independent or homogenous. The chi-square test for homogeneity examines whether two populations have same proportion observation with common characteristics

$$x2 = \sum \frac{(Oi - Ei)2}{Ei}$$

8.7 ANALYSIS AND INTERPRETATION OF THE STUDY
TABLE: GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	156	63.7
Female	89	36.32
Total	**245**	**100**

Sources: primary data INFERENCE:
Table demonstrates that 63.7 % of the respondents are male and 36.32% of the respondents are female.

2.   CHI-SQUARE
Experience and Organization benefit due to employee performance

Null Hypothesis (H$_O$):
There is no relationship between the Experience of the respondents and the organization's benefit due to Employee performance

Alternative Hypothesis (H$_1$):
There is a significant relationship between the Experience of the respondents and organization's benefit due to Employee performance

Chi-Square Tests

	value	DF	Asymptotic Significance (2-sided)
Pearson chi-square	17.959	6	.002
Likelihood ratio	20.063	6	.000
N of valid cases	245		

INFERENCE

The Pearson chi-square value of the above table is .002% level of significance. The P value is less than 0.05. hence Null hypothesis was rejected. There is a significant relationship between experience and organization benefit due to employee performance.

3.   FINDINGS:

* demonstrate that 63.7 % of the respondents are male and 36.32% of the respondents are female.

* Pearson chi-square value of the above table is .002% level of significance. P value is less than 0.05. hence Null hypothesis was rejected. There is a significant relationship between experience and organizational benefit due to employee performance.

4.   SUGGESTIONS:

* Most organizations can provide promotions to make employees happy to do work in the organization.

* Work environment provided by the organization is good and the organization can take steps to maintain it.

VII. CONCLUSION

The term "organizational culture" refers to a set of traits that distinguish one workplace from another. These qualities tend to persist over time and have an effect on how employees behave within the company. Organizational commitment is a way for employees to show their allegiance to the company they work for, as well as an ongoing process through which members of the organization can express their care for the company's success and well-being.

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