

PERSONAL VALUES AND ORGANISATIONAL CULTURE

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ABSTRACT

Values of the individual are influenced by the external factors, parents, teachers and friends. Likewise organizational culture also influenced the behavior of the individual. Values help in studying the organizational behavior because these help in understanding the attitudes and motivation of individual. Values determines us that what is right and what is wrong, where right and wrong things are interpreted in terms of perceived values. In organization the culture provides beliefs and understanding that members are supposed to behave and how things are done. In organization every individual is different in its own way some by religion, some by caste and creed. The way every individual is different the culture of every organization is also very different. This paper concludes about how the culture of organization help the individual to get fully satisfied with his/her job. Now-a-days every individual want job of full peace and satisfaction. In which there is subcultures and strong culture in the organization. Many companies do efforts to combine every individual with other individuals of the organization which ultimately helps to achieve the organizational goals and individuals goals. When culture is strong there is strong leadership which refers to the widely sharedness.

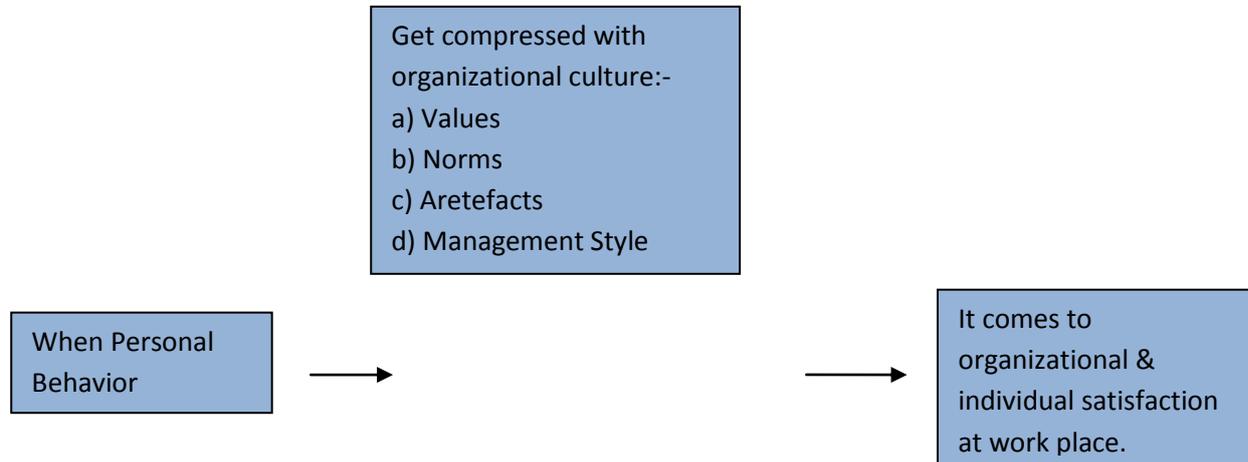
Keywords: *Organizational culture, Values, Individual behavior, Attitudes, Motivation.*

INTRODUCTION

Personal behavior is wider term according to the organizational culture. The organizational culture is one of the factors of the personal behavior which influenced the individual to behave accordingly in every situation. According to Furnham & Gunter: The number of problems with the concept namely:

- How to categorise culture?
- When and why corporate culture should be changed and how this takes place?
- What is the healthiest and most desirable or optimal culture?

The norms and values are clearly guided as how employees have to behave within the organization and their expected conduct outside the organization.



Every Organizational Culture is having pros and cons according to the individual own behavior. How the management or authoritative employees combines every employee's interest into common interest is a big challenge to promote organizational culture. Culture brings out to the good corporate image and the good corporate image results to good economic returns.

II.LITERATURE REVIEW

Many empirical and theoretical studies have undertaken at the national and international level to analyze the impact of organizational culture and personal behavior. The study mainly focus upon the organizational culture and the individual behavior , how every individual behave and how the management take necessary steps in the retention and satisfaction of employees. The review of following studies throws light upon different different aspects.

Mirjana Radovic Markovic is focusing on small business. In the era of glocalisation they are in the introductory phase where the digital revolution that is creating the technologies as real time relationship among individual and organization. If small business adopts the new conditions or opportunities given by the process of glocalisation only then they must prepared for successful change and reduces the reasons for the failure of the business like: - Poor project management skills, poorly defined organizational objectives, Change team diverted to other projects etc. They concluded that our new economy sets new standards for the success of small business which relates to the formation of strategic alliance, new technology use, experiences and knowledge exchange among entrepreneurs.

Elizabeth R. Tenney, Jared M. Poole, Ed Diener are considering the subjective well being with the performance of the individual and organization. There is very low, moderate or even no relation found between the SWB and the performance. SWB helps to predict the non-financial metrics of the organization performance. There are seven mediators on which they are focusing like: - Health, Absenteeism, Self regulation, Motivation, Creativity, Relationships & Turnover. When all these mediators show positive results then the performance of the individual is

either better or improved. If the SWB will be enhanced it will motivate employers to work to create and to maintain higher worker well-being.

Tianya LI focused on the understanding that how the organizational culture affects employee behavior by doing survey on “Junhe” company in china. The reflection in the technology not shows the competitiveness but the corporate culture of the enterprise. Different authors identified different-different dimensions of the culture. They summarize culture into three levels: - Symbols, Rituals & Values. By considering these three domains the researcher interviewed the employees from different levels of the company and take answers on the basis of management and subordinate level. After asking questions the outcomes comes that “a good economic returns gets from good corporate image but corporate image is fully dependent on good organizational culture”.

Hamid Nakhaie, Hossein Shaiat, Esmail kavousi goal is to study the relationship between organizational culture and ethical behavior of employees by conducting survey on the staff of state organization in Kerman in Iran. They collected the data with the help of the questionnaire method by classifying the culture in four various forms and concluded that the positive correlation brings out more increase of ethical behaviors is expected by increasing employee’s involvement in decision making.

May Mallon, Jane Bryson, Karl Pajo, Robyn Ward are considering the issue of the development of person capability at work. The work is related to the wine company in New Zealand. Author considered two common threads regarding learning & development at work. a) Focus on informal and tacit skills & knowledge. b) Focus on individual responsibility. In this they conducted semi structured interviews at all levels of working in vineyards and comes to the point that managers/ supervisors mediated access and influenced to make the development opportunities. This shows dual & reciprocal relationship between work environment & individual. The proactive behavior is an important additional consideration in understanding and access to affordances of individual development opportunities.

Reena George, Dr. C.Jayan reviews the existing literature on the relationship between the quality of work life and organizational culture. Men are social animals who live in groups most of which may be called organization (Furnham, 2005). They said culture is like the DNA of an organization, invisible to the naked eye, but critical to shaping its behavior. By focusing relation of organization culture with different domains results comes that the culture may be copying not only by industries & social organization but also by the government of world because culture and behavior enhances the quality of work life & personal effectiveness.

Steven L. Blader, Shefali Patil, Dominic j. Packer reviewing on the relationship between employees and their work organizations. The highly identified employees integrate their organizational membership with the sense of who they are. The prior research are not widely recognized or straightforward the identification for work behavior. Binding employees with their organization is enhancing their work performance. They deepen their understanding in underlying psychological motives which related to organization identification. This reveals the new sights and fruitful avenues for future research.

On the whole, the review of literature indicated that the employees of organizations had considered the three main features of the culture in the positive sense. They help on all the level to retain, motivate and satisfy the employees.

III. RESEARCH METHODOLOGY

Research has been design to constitute the blueprint for the collection, measurement and analysis of data. It is the plan and structure of investigation so conceived as to obtain the answers to questions.

OBJECTIVE OF THE STUDY

The study has been carried out with the main objective of studying the personal behavior and organizational culture.

SAMPLING METHODOLOGY

Sample size: 100 respondents

DATA COLLECTION

Primary data Employees of different organizations help out to complete the survey.

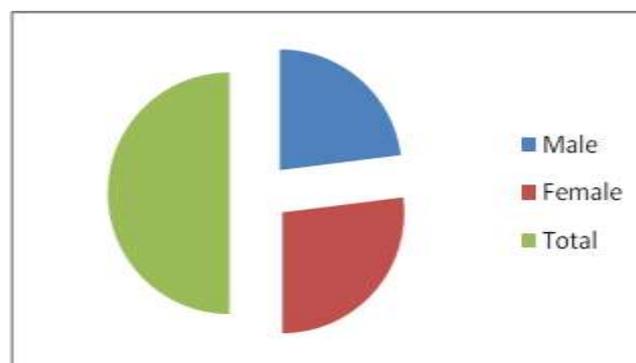
Secondary data sources like Google.com have been used.

IV. DATA ANALYSIS

This chapter makes an attempt to analyze the different responses to the questions in the questionnaire. The study makes use of bar diagrams, charts to illustrate the frequencies of responses to each alternative in different questions.

IV.I How many of male and female respondents respond to the questionnaire

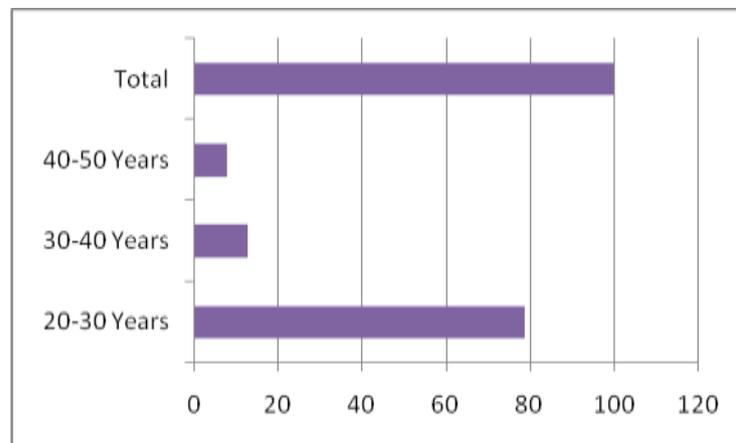
Particulars	No. of Respondents
Male	46
Female	54
Total	100



From the table and diagram, it can be concluded that there is 46 male and 54 female member respond to the questionnaire.

IV.II Age group of respondents

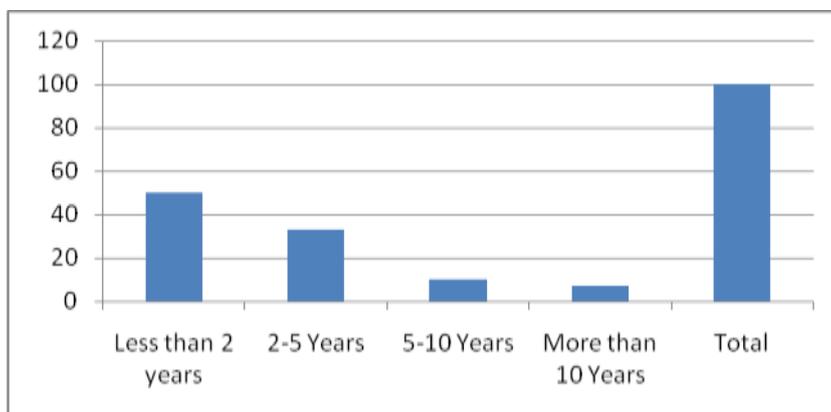
Particulars	No. of Respondents
20-30 Years	79
30-40 Years	13
40-50 Years	8
Total	100



This table and diagram shows about the age group of the respondents. Maximum respondents we get from the age group of 20-30 years of the age. Minimum respondents are from 40-50 years of the age.

IV.III Experience in the organization

Particulars	No. of Respondents
Less than 2 years	50
2-5 Years	33
5-10 Years	10
More than 10 Years	7
Total	100

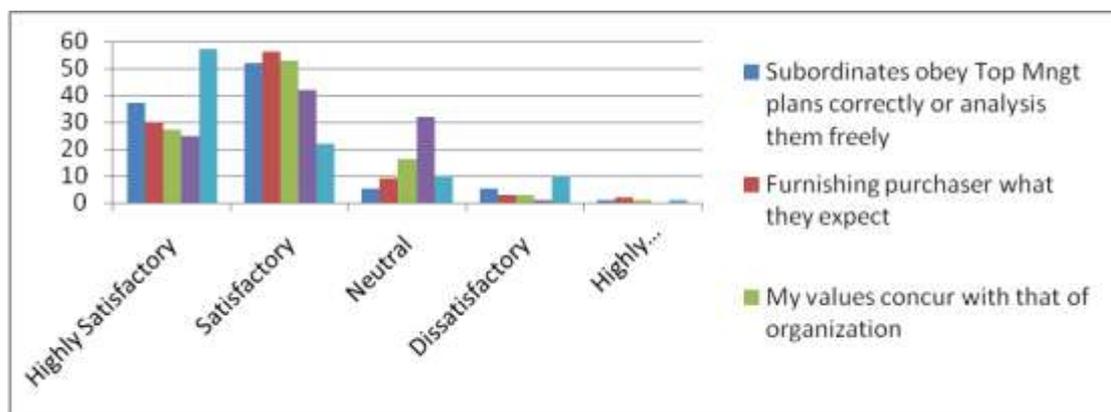


From the table and diagram, it can be observed that maximum time the respondent worked for the organization is very less in number and its only 7 respondents. The 50 respondents are there who are having very less experience or we can say are fresher's in the organization.

IV.IV Indirect relationship of individual behavior with that of organizational culture

Particulars	Highly Satisfactory	Satisfactory	Neutral	Dissatisfactory	Highly Dissatisfactory	Total
Subordinates obey Top Mngt plans correctly or analysis them freely	37	52	5	5	1	100
Furnishing purchaser what they expect	30	56	9	3	2	100
My values concur with that of organization	27	53	16	3	1	100
My values concur with current employee of organization	25	42	32	1	0	100
Culture & Personality of organization is mirror view of my own	57	22	10	10	1	100

personality & culture						
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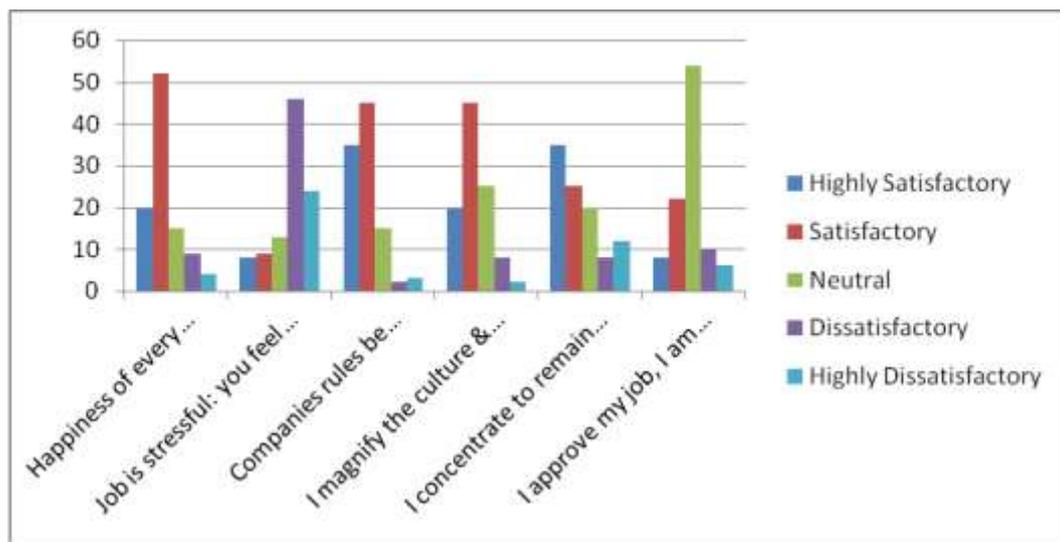


From the above table and diagram we get that they get maximum satisfied for the culture given to the employee is same as their own culture and personality. According to the employees subordinates also obey top management plans correctly or analysis them freely. On all the questions the employees are mostly highly satisfactory and satisfactory.

IV.V Direct relationship of employee with their organizational culture

Particulars	Highly Satisfactory	Satisfactory	Neutral	Dissatisfactory	Highly Dissatisfactory	Total
Happiness of every individual employee taken together with all things	20	52	15	9	4	100
Job is stressful: you feel nervous or tense at work	8	9	13	46	24	100
Companies rules be broken if employee's thinks it is best in companies interest	35	45	15	2	3	100
I magnify the culture & personality of organization among friends as	20	45	25	8	2	100

a good place to work						
I concentrate to remain with this organization, I love the culture, I will now work 5 more years for this organization from now	35	25	20	8	12	100
I approve my job, I am respectful to my job	8	22	54	10	6	100



From the above table and diagram, result comes out to be that the top management takes proper care of the employee's feelings and culture to make them fit for this job. Happiness and stress are also to be considered while giving works to perform to employees. All the employees are happy and want to recommend their organization to friends and family members as a good place to work.

V.CONCLUSION

On the basis of the study, it can be concluded that 97% of the employees of the organization on both the administrative and subordinate level are fully satisfied with their peaceful job except some subordinates want more freedom. Some employees choose challenge as their work goal which helps them to develop and utilized their skills by giving more and more opportunities. Like the challenging work factor the physical conditions are also considered to be the important factor for the job. Employees also want recognition as it helps in motivating them. 3% of the employees are only different due to their own values and attitudes due to which they have to make compromises,

have more challenging or we can say stressful job, unknown problems can occur and they have to tolerate a bit of ambiguity otherwise happiness of every individual is taken together with the all the things in the organization.

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