

## **A STUDY ON ORGANIZATIONAL CULTURE TOWARDS IT COMPANIES IN CHENNAI**

**E. RAGINI & P. MATHESHWARI**

Students, Department of Commerce, Seethalakshmi Ramaswami College (Autonomous), Tiruchirapalli, Tamil Nadu, India

### **ABSTRACT**

Organizational culture is the behavior of humans within an organization. It is understood as that of people attaching to those behaviors. Culture includes the organization's vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits. The study entitled "impact of organizational culture upon employees and employer's behavior" looks into the effect of organizational culture on work values. The objectives of this study are; to analyse the impact of organizational culture upon employee's and employer's behavior and to explore the organizational culture of Chennai IT organizations. The study revealed that the organizational culture is quiet good.

**KEYWORDS:** Organisational Culture, Behavior, IT Organisations

### **INTRODUCTION**

Culture plays a pivotal role in any organization. Perhaps it forms later the important aspect of any organisation leading to organizational culture. As more and more IT companies are emerging in Chennai, the need to study such aspect becomes important. The benefits and the factors influencing are explained below.

#### **Benefits of OC**

- High morale is a key to success.
- Motivation blossoms in a well-developed culture that recognizes the employee's personal work needs and desires and allows people to fulfill these needs through the business tasks.
- A well-developed culture brings a strikingly increased openness to change and the desire of employees to make changes work.
- Meetings are more focused, creative, and productive.
- Well-developed cultures bring smoother mergers and acquisitions, with higher success rates.
- The culture change process improves relationships between people, levels, and departments. Improve relationships brings improve communications, decisions and overall performance.

#### **Factors Influencing Culture of an Organization**

- Influence of the founder ("**shadow of the leader**")
- Size & development stage of the business (**e.g. start-up, multisite, multinational**)
- Leadership & management style
- Organizational structure, policies & practices

- Employee & management reward structures (e.g. **pay, bonuses, individual v team rewards**)
- Market /industries in which it operates
- Working environment & nature of tasks (e.g. **physical, office, remote working, flexible working**)
- External environment (e.g. **legal, economic, social**)
- Attitude of organization to risk-taking & innovation
- Sector: e.g. **service, manufacturing**

#### **Key Examples / Evidence**

- **Apple / Disney:** Role of culture of innovation & secrecy; shadow of the leader – **Steve Jobs, Walt Disney**
- **Google:** Has deliberately maintained existing culture of acquisitions (e.g. **YouTube & Zappos**)

#### **METHODOLOGY**

Research methodology is a way to systematically solve the research problem. In it, we study the various steps that are generally adopted by a researcher to know how to develop certain indices or tests. How to apply particular research techniques, but they also need to know which of their methods or techniques, are relevant and which are not relevant.

#### **Scope of the Study**

This study is a help to know about culture of organization. Though this study we may take some measures to improve the quality of work culture and can make the employees satisfied with this job.

#### **Objectives of the Study**

- To describe the elements of organizational culture.
- To discuss the importance of organizational subcultures.
- To identify three functions of organizational culture.
- To discuss the conditions under which cultural strength improves corporate performance.
- To discuss the effect of organizational culture on business ethics.
- To compare and contrast four strategies for merging organizational cultures.

#### **Research Design**

Research design followed in this study is descriptive design. It represents the overall scheme of the study. It is the researcher attempts to describe the quality of organizational culture

#### **Sample Size**

The sample size selected for the study is 50 respondents from working people.

#### **Sources of Data**

This paper is based on primary data and secondary data.

- Primary data
- Secondary data

**Primary Data**

Primary data is the first hand information, which the researcher gets from the population. The toll for collecting primary data is “ Questionnaire”.

**Secondary Data**

It has been collected from the journals, books, internet, etc.

**Tools Used for Data Collection**

Questionnaires method is collected for data.

- The primary data was collected with the help of questionnaires.
- The information collected through internet text book is the secondary source of data collection of our study.

**Limitations of this Study**

- The study was conducted in Chennai district. This may not give a generalized conclusion.
- Due to time limitation, the data are collected from 50 employees.

**ANALYSIS AND INTERPRETATION**

Particulars		Percentage
Age	Below 20	6
	21-30	20
	31-40	15
	Above 40	9
Management keeps everything under control	Below10	35
	11-20	7
	21-30	4
	Above 30	4
Decisions are made by management	Strongly Agree	11
	Agree	12
	Neutral	13
	Strongly Disagree	12
	Disagree	13
Respond quickly to competitive threats	Strongly Agree	20
	Agree	15
	Neutral	10
	Strongly Disagree	3
	Disagree	2
Where employees are treated fairly	Strongly Agree	21
	Agree	11
	Neutral	15
	Strongly Disagree	3
	Disagree	0

**FINDINGS**

The employees fall between age group 21-30 forms 20 per cent and between 31-40 gets 15 per cent. It means that

the employees in IT field is very young.

The decisions are taken with the consultation of its employees.

Most of the employees have said that they are treated fairly.

## CONCLUSIONS

The organisation culture in the IT sector is quiet good with the employees who are young and they are treated well.

## REFERENCES

1. Human resource Management – C.B. Gupta
2. Organisational Behavior -
3. [www.google.com](http://www.google.com)
4. [www.efst.hr.com](http://www.efst.hr.com)
5. [www.udemy.com](http://www.udemy.com)
6. [www.kirj.ee.com](http://www.kirj.ee.com)
7. [www.surveyface.com](http://www.surveyface.com)
8. [www.g-rap.org.com](http://www.g-rap.org.com)
9. [www.uni-graz.at.com](http://www.uni-graz.at.com)
10. [www.hfi.com](http://www.hfi.com)
11. [www.ehow.com](http://www.ehow.com)