

ORGANIZATION CULTURE AND EMPLOYEE PERFORMANCE IN IT INDUSTRY IN INDIA

¹Shamnad Shamsudin,²Dr VP Velmurugan

ABSTRACT--*Organizational culture determines the way to conduct and interact with one another in an organization. Cultural paradigm operates a unique style of operation within an organization that has different beliefs, values, customs, and symbols. Corporate culture together provides a guide for employees and organizations. The biggest challenge for any organization at a time of change is to change its culture, because the employees are already committed to certain things. The purpose of this study is to understand how organizational culture affects the performance of its employees. And to describe the relationship between different cultures of organizational culture and employee performance studies. In this study the expressive research project was accepted Employees were selected to complete the study's questionnaire. The results of this study relate only to employees of the Technopark IT organization in Trivandrum. Based on the results, it was noted that the performance of the IT sector employee depends on various factors. They also find that there is general culture and different cultures, such as organizational culture, influence performance and positive influence. According to the results of tests obtained by employees in the organization. The company should take the organizational culture seriously and fix the performance of its employees.*

Keywords-- *Employee performance, organization culture, IT industry*

I. INTRODUCTION

The organization has a strong culture of governance, organization objectives, staff trust systems, company management styles. In a competitive environment such as sales, they can boycott unsold classics and follow a competitive culture, where focus is maintaining a strong relationship with the outside team. In this example, a competitive advantage over competition. Decentralized population with integrated units to find solutions to this problem.

II. PERFORMANCE IMPACT OF ORGANIZATIONAL CULTURE

Organizational culture can be the result of positive behaviors and values that motivate employees. Employees often work hard to achieve organizational goals when they feel they are part of a business. Using different cultures in your organization that can work with employees. For example, if a company is going to maintain "basics", employees are more efficient; However, if an organization allows sales teams to participate in their community, the organization may face conflicts in the organization. This allows the environment to create its own culture to influence the performance of other employees in your organization.

¹Research Scholar, Noorul Islam University Thuckaley, TamilNadu, India

²Lecture in Department of Management, Noorul Islam University, Thuckaley, TamilNadu, India

Performance and Culture Integration

Organizations must integrate their recruitment process with trust and values, which will be the basis of the organizational culture. This ensures partnership of new employees in the financial and fuel sectors. Organizations should ensure that business culture is integrated with the editing management process. If culture and management practices are not integrated, managers take back that employees are able to achieve favorable results in the organization.

A GOOD ORGANIZATIONAL CULTURE

There is no right and wrong (logically, within moral and legal boundaries) within the organizational culture universe. There is a culture that is helping the development of the business and others who are rejecting it. For example, if your company has a very strong sales culture but very little concern for customer relationships and new competitors come in to provide better service and win your market, it will slow you down. But if you have a strong sales culture and your business is a bit discriminating retailer, then this is probably good for your business. It is advisable to the organization (2004) to make some changes at regular times or be permanent. There are different types of research that relate firms to different behaviors of companies. (Hahn) states that organizational culture is often represented within firms, and no organization has been given so much importance.

BENEFIT OF ORGANIZATION CULTURE

A strong corporate culture, employees have the same beliefs and values. When these beliefs and values meet business goals, they can be considered effective for startup groups as relationships and trust enhancements. Which helps create bond groups to avoid conflicts and focuses on finishing the work. Strong corporate culture brings all personality interactions to the role and reaction. Employees know what to expect, how the management process gives them performance and rewards.

As research (Richard, 2002) says performance is a major force that can include productivity, stability, quality, and outside. However, performance systems can go ahead with behavioral (standard-based) and relative (standard) systems, and performance management and performance management, awareness, education and training ideas and tools, leadership training and tools management. Which includes development.

However, the strong culture of the organization will affect the performance of the organization and provide a possible return. Now corruption in the work culture must be recreated and we have some issues with the Work from The Indian philosophy;

OBJECTIVES OF THE STUDY

- organizational culture affects the performance of its employees.
- Examining the connections among employee performance and organizational culture.

OPERATIONAL DEFINITION

Organizational culture: Organizational culture is a set of values and attitudes, implicit or explicit, divided by an organization. Culture is a bit abstract and, in most cases, it means understanding who is inside, as well as making it possible for an organization to diversify these values in a negative or positive way.

Employee performance: An organization through a single performance will be able to develop and maintain a competitive environment and measure performance is an essential part of monitoring the progress of an organization. It measures the actual performance results and is involved with the results of an organization against that goal you want.

III. RESEARCH METHODOLOGY

In this research we are trying to invest in the important relationship between the culture and research of an organization on the organizational culture and performance nature. The information required is collected through the infrastructure question. Analytical and descriptive methods. Primary and Secondary Data Dependency Study.

RESEARCH DESIGN

A research design collection and data analysis that affects the performance of its employees for the purpose of structural culture and provides conditions that verify the relationship between employee performance and structural culture "more accurately designed a research design to be conceptualized." Structure to conduct research.

AREA OF STUDY

To examine the objectives of the study, the personnel working in an IT company in Trivandrum have been examined through a survey, some of which have yielded some results before us.

SAMPLING SIZE AND DESIGN

We collected preliminary data through electronic mail using a questionnaire through a survey in which 2265 papers were distributed, in which 250 useful question papers were obtained and 230 question papers were selected.

QUESTIONNAIRE DESIGN

Preliminary information is collected through the survey of the questionnaire. Survey participants, workers and workers are asked to provide their opinions on the organizational culture that is being committed. Employment surveys are specialized. Their ideas about the culture and performance of the world are optional questions. Albert's 5-point scale next to the question of organizational culture, and performance.

IV. DATA ANALYSIS

PERCENTAGE ANALYSIS

Percentage variable and frequency percentage analysis is essential for reading. Percentage analysis follows the influence and effectiveness of the population on the organizational culture.

Table 1: the responded demographic variables shown below

D. Variable	Rate	Ratio
Oldness Group		
Under 25	34	14.8
26-35	88	38.3
36-45	83	36.1
46-55	22	9.6
Above 55	3	1.3
Gender		
Male	131	57
Female	99	43
Years of Experience		
Below 1 year	91	39.6
2-5 years	92	40.0
6-10years	33	14.5
11-15years	13	5.7
Above 15 years	1	0.4
Monthly Income		
10,000-25,000	90	39.1
26,000-35,000	77	33.5
36,000-45,000	49	21.3
46,000-55,000	13	5.7
Above 55,000	1	0.4

Source from: techno park in Trivandrum (<https://www.technopark.org/>)

Inference: The above table1 is found in 230. Of these, 14.8% are under 25, 38.3% are 26-35 years old, 36.1% are 36-45 years old, 9.6% are 46–55 years old, and 1.3% are aged 5 years. Table 1 shows that 230 are the best, A total of 43 percent of the respondents and 57 percent of the men had participated in the respondent. Of the 230, 39.6% experience is below the year, 40% have 2-5 years' knowledge, 14.5% have 6-10 years' knowledge, 5.7% 11-15 years' experience and 0.4% above 15 years' experience. According to data collected between 230 and 39.1%, monthly income is 36000-25000, 33.5%, 21.3% 36000-45000, monthly Tk. 46, 55000 5.3% and monthly income 0.4%.

MULTIPLE REGRESSION ANALYSIS

Multiple regression1 is used to predict a changing unknown value from two or more variable marked values to a domain system. Multiple dependency analysis is most often used when additional predictors and a categorical variable are an independent variable. Multiple dependencies will always be dependent variables and more varied variables. The purpose of this is to observe The relationship of Variable y with a set of other

variables. $X_1, X_2, X_3, \dots, X_n$. Most used linear equation in $y = b_1 X_1 + b_2 X_2 + \dots + b_n X_n + b_0$ Here y can be originating, reliable variables. $X_1 \dots X_n$, that you predict and B_1, B_2, \dots, b_n created. Dependent variables Employee performance and independent variables are analyzed as follows:

Table 2: Dependent Variable and performance of employee

Independent variables:	General organizational culture (X1)
	Hierarchical culture (X4)
	Adhocracy culture (X3)
	Clan culture (X2)
Dependent variable:	Employee performance(Y)
R Square value:	0.75
P value:	.046, .000, .002, .003, .000
F value:	176.592
Multiple R value:	.871
Typical Summary	
Typical	1
R	.871a
R square permanent	.754
R Square	.758
the Approximation of Std. Error	.45683

Another connection, its value of 0.871 and the mark of categorization, table of values 0 0 758 shows how many factors of degree of determination (usually organizational culture, ethnicity culture, accent culture and hierarchical culture) influence presentation.

Table 3: ANOVA

Typical		Sum of Squares	df	Mean Square	F	Sig.
1	Residual	46.957	225	0.209		
	Regression	147.41	4	36.855	176.59	.000
	Total	194.375	229			

ANOVA Table 3 shows the critical value above: 0.01, which shows that the reliable employee performance represents a number of factors such as organizational culture, community culture, homogeneous culture, and the history of the organization.

TABLE 4: NUMEROUS REGRESSION

Typical	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
HC TOTAL	.312	.067	.239	4.663	.000
AC TOTAL	-.196	.064	-.159	-3.051	.003
CC_TOTAL	.207	.067	.230	3.113	.002
OC TOTAL	.576	.064	.585	9.027	.000
(Constant)	.306	.152		2.008	.046
a. Dependent Variable: Org.Performance_Total					

V. RESULTS AND DISCUSSION

In this table display the among 230 respondents, the percentage of people aged 34-45 was found to be higher, with 43% of them being women and 58% being men. Were found splinted in. If we analyze the income, we found that 39% whose monthly income was 10K-25k and 33.5% whose income was found to be 26K-35k while 0.4k% whose income was found to be more than 55k

The above table shows the relationship between organizational cultures Organizational execution was done. This table shows that the quality of OC (Beta = 0.585 for quality) absolutely influences performance Value of $p > 0.05$. and cultural (beta = 0.230) was positively reflected for the standard coefficient because the value of $p > 0.05$. Democracy Culture (Beta = -0.159 for standard inclusion).

Negatively shows employee performance such that value of $p > 0.05$. Culture (beta = 0.239 for the standard cohort) is positively important by Employee performance because the Value of p is low.

Compared to 0.05. The variable results are usually given by the regression equation of organizational culture, dynasty culture, democracy culture, employee performance = $0.304 + 0.5$ (usually correct. 0.230 (culture culture))) - 1.0 (democracy culture). Organizational Culture Increases by One Unit +5.25 (Classified Culture) Form, Culture, Ad hoc Culture, Classified Culture.

The significant constant is that a reduction in staff performance has a positive effect. The change in employee performance is defined as a factor of up to 75%, that is, R^2 s 0, 75 indicate the validity of the consistency of a significant F-statistic dependent model.

VI. CONCLUSION

Based on the results, it has been concluded that the performance of the IT sector employee depends on several factors. They also found that there is general culture and different cultures, such as organizational culture, influence performance and positive influence. According to the results of tests received by employees in the organization. Take the company organizational culture seriously and improve the performance of his staff.

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