EMPLOYEES PERCEPTION ON WORK CULTURE FOR SHRI EASWAR GRANITES

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Abstract: Organization culture is the acquisition of values, belief, attitudes, expectations etc., by employees of the organization. Organizational culture refers to culture in any type of organization be it school, university, not-for-profit groups, government agencies or business entities. In business, terms such as corporate culture and company culture are sometimes used to refer to a similar concept. Although the idea that the term became known in businesses in the late 80s and early 90s is widespread, in fact corporate culture was already used by managers and addressed in sociology, cultural studies and organizational theory in the beginning of the 80s. The idea about the culture and overall environment and characteristics of organization, in fact, was first and similarly approached with the notion of organizational climate in the 60s and 70s, and the terms now are somewhat overlapping. The research was conducted mainlyto study the employees' perception on work culture at Shri Easwar Granites". The secondary objectives were to analyze the work environment of the organization, to know the rapport between the superiors and the sub – ordinates and to find out the opportunities for career development in the organization. Primary data was collected using a structured questionnaire from 130 employees selected through non random sampling method at Shri Easwar Granites. The data collected were analyzed with the help of statistical tools viz.percentage analysis, Factoranalysis, ANOVA andChi-Square test. It was found from the research that the employees work culture in the organization is at satisfactory level and it is responsibility of both the employees and the company to help each other in maintaining their work culture and increase its efficiency.

Key words: Perception, Work culture

I. INTRODUCTION

Organization culture is the acquisition of values, belief, attitudes, expectations etc. by employees of the organization. Organizational culture refers to culture in any type of organization be it school, university, not-for-profit groups, government agencies or business entities. In business, terms such as corporate culture and company culture are sometimes used to refer to a similar concept. Although the idea that the term became known in businesses in the late 80s and early 90s is widespread, in fact corporate culture was already used by managers and addressed in sociology, cultural studies and organizational theory in the beginning of the 80s. The idea about the culture and overall environment and characteristics of

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organization, in fact, was first and similarly approached with the notion of organizational climate in the 60s and 70s, and the terms now are somewhat overlapping. Its functions includes distinguishing one organization from another, conveying sense of identity, enhancing stability of social systems and controls mechanism that guides & shapes the attitude & behavior of employees. Organizational Culture refers to a system of shared meaning held by members that distinguishes the organization from other organizations. This system of shared meaning is actually a set of key characteristics that the organization values. Organizational culture is a descriptive term which is concerned with how employees perceive the characteristics of an organization's culture, not with whether or not they like them. This appraisal of the organization on its characteristics gives a composite picture of the organization's culture. This picture in turn becomes the basis for feelings of shared understanding that members have about the organization, how things are done in it, and the way members are supposed to behave. When culture is defined as a system of shared meaning, it can be expected that individuals with different backgrounds or at different levels in the organization will tend to describe the organization's culture in similar terms. The organizational communication perspective on culture views culture in different ways such as Traditionalism, Interpretivism and Critical-Interpretivism.

II. SHRI EASWAR GRANITES

The company was promoted by Mr. Jitendran and Mr.Anand.It is a partnership concern established in the year 2006 which manufactures Granite slabs with latest technology Machinery on own factory building. The unit is engaged in the cutting and polishing of granite slabs, which are used for well paneling, building elevation work, etc. Indian black granite is exported in finished forms for making monuments and tombstones for graveyards. The finished granite slabs has good market.. The concern gets good orders for manufacturing of granite slabs from reputed companies. In the last 9 years, the company has built-up a solid reputation by supplying fine, high quality granites to renowned markets and major international projects around the world. The company has organized all trade and export services with the utmost efficiency. The achieved success is demonstrated by a long list of satisfied and highly valued clients and the completion of major projects around the world.The granite stone is mined from quarry land and is cut in block-cutting machine and further edge is cut. The sides and edges are chamfered, polished and dispatched. After inspection of quality of granite slabs, it is sent to customers. Easwar granites is all set to conquer wider horizons.

III. OBJECTIVES OF THE STUDY

The research was conducted mainly to study the employees' perception on work culture at Shri Easwar Granites". The secondary objectives were to analyze the

work environment of the organization, to know the rapport between the superiors and the sub – ordinates and to find out the opportunities for career development in the organization.

IV. RESEARCH REVIEW

Carroll M. Graham, Fredrick Muyia Nafukho, (2007) Graham et all investigate this study is to determine Employees' perception of the dimension of culture toward organizational learning readiness. This study also seeks to compare employees' work experience (longevity), work shifts and their perception toward the dimension of culture in enhancing organizational learning readiness. ANOVA was utilized to investigate the relationship between longevity, work shift, and perception toward the dimension of culture in enhancing organizational learning. To determine which of the work shifts had a significant relationship with the dependent variable employees' perception toward the dimension of culture in enhancing organizational learning, a posteriori contrasts were established. Barton *L. Weathington and Lois E. Tetrick (2010*). The authors have found that Employee perceptions of the benefits provided to them by their organization can influence employee attitudes. Three factors that appear to influence the perception of benefits by employees are benefit satisfaction, benefit importance, and the perceived motive of the organization in providing the benefit to employees. However, it was inferred that some benefits are perceived as rights that are owed to employees by the organization. The study proposed and tested a model of benefit perception that incorporates all of these factors. Results suggested that benefit satisfaction and the perceived motive of the organization in providing a benefit both have a direct relationship with employee attitudes. The perceived right status of a benefit appeared to moderate this relationship. Chih-Yang Chao, Yong-Shun Lin, Yu-Lin Cheng* and Yi-Chiao Ts (2010). The author shave investigated the influence of the supervisor leadership on employee innovative behavior in manufacturing industry, the interference of the organizational justice in the relation between supervisor leadership, employee innovative behavior, and the interference of organizational culture in the relation between supervisor leadership and employee innovative behavior.

Finding of the research is that there is a positive influence of supervisor leadership on employee innovative behavior in manufacturing industry; in addition, the organizational justice of the manufacturing personnel can reinforce the part of influence of supervisor leadership on employee innovative behavior, and organizational culture could also reinforce part of the influence of supervisor leadership on employee innovative behavior as well. According to the results above, the industry should emphasize the system of supervisor leadership and the organizational justice, and construct good organizational culture to encourage innovative behavior of employees. The target of the investigation of this research is the top1000 manufacturers of Taiwan. The result needs to be further examined

when applied to medium- and small sized businesses. In recent years, increasing organizational innovation plays a vital part for industries in gaining competitive advantages in the markets. This research only discusses leadership style, organizational justice and organizational culture, excluding other organizational innovation issues. We recommend that market orientation, organizational with the case study of famous businesses used to generate more organizational innovation strategies for the use of business. Gomez 1, Noor Khan 2 and Saddam Hussain 3 (2010) investigated about Work-family balance (WFB) and considered it as one of the most important issues in organizational studies. The study examined the relationship of social support , employee performance and job satisfaction with work-family balance of working women in Pakistan. Pearson's correlation and multiple regression analysis were used to analyze the data. The study confirms that social support is moderately related to employee performance and job satisfaction and is strongly related to work family balance, whereas employee performance is moderately related to job satisfaction and has weak relationship with work family balance. The multiple regression analysis shows that social support and job satisfaction have a significant strong positive relationship with work family balance, whereas employee performance has a highly significant moderate relationship with work family balance of working women. Significant differences were found among the public and private sector working women with respect to social support, job satisfaction and work family balance. The relationships of independent variables such as social support, well performance at work and job satisfaction are contributors of work-family balance. Pearson's correlation results provide evidence that social support is moderately related to employee performance and job satisfaction and is strongly related to work family balance, whereas employee performance is moderately related to job satisfaction and has weak relationship with work family balances. Sajjadul Haq Safi, Waseef Jamal and Sajjad Ahmad(2011)The authors have investigated the link between organizational culture and employee satisfaction in developmental sector's organizations [(International Non-government (INGOs), National Non-Government Organizations (NNGOs) and government run development programs (GRDPs)] working in Khyber Pakhtunkhwa (KP) and Federally Administered Tribal Area (FATA) of Pakistan. The Author takes sample size of 401 was collected for full-fledged study after verifying the reliability and validity through pilot study. The statistical analyses were done on 378 usable responses which include descriptive statistics, spearman correlation analysis, ordinal logistic regression analysis, model fitting information. This study proved significant tendency of association for four dimensions of organizational culture (strategic direction, reward and incentive system, collaboration and coordination and integration) with employee satisfaction. The findings also include significant correlation between organizational culture and employee satisfaction in organizations working for development of FATA and KP. The Development sector's organizations working

in KP and FATA can integrate these findings by developing organizational culture in such a way as to increase job satisfaction of their employees, motivating them to remain and build their career within the organization. In this way, the organization can minimize the probability of losing talented individuals and henceforth more likely to work effectively for development of forgotten/deprived areas. This study also opens new avenues for researchers to study link between employee satisfaction and organizational culture in other national/international organizations/areas to compare the results and reach a detailed and sensible conclusion.

V. RESEARCH DESIGN

Descriptive Research Design was used for this study to understand and describe the opinion of the employees. Primary data was collected using a structured questionnaire from 130 employees selected through non random sampling method at Shri Easwar Granites. The data collected were analyzed with the help of statistical tools viz. percentage analysis, Factor analysis, ANOVA and Chi-Square test.

VI. RESULTS

Most (45%) of the employees strongly agree that the physical conditions like ventilation, cleanliness are good, 37% agree and 4% disagree the statement. Most (44%) of the employees believe that there is job security in the organization, 26% strongly agree the statement and 2% strongly disagree the statement. Most (40%) of the employees feel happy about the salary review, 18% stronglyagree the statement, 14% disagree the statement and 1% strongly disagree the statement. Most (29%) of the employees s agree that they are allowed to participate in company planning,21% strongly agree the same whereas 15% disagree the statement, 9% strongly disagree the statement.From the KMO, the percentage is 0.507 and the total variance is 61.070 and the factor 1 have six factors namely work environment, factor 2 have three factors 2 have three factors namely career development, the factor 3 have three factors namely based on the work environment, the factor 4 have three factors namely rapport support between superior and subordinate, the factor 5 have three factor namely to bridge the gap between employee work and personal relationship, the factor 6 have three factors namely adopt work environment, the factor 7 have three factors namely career development ,and the factor 8 have two factors namely rapport between superior and subordinate.There is association between experience and employees flexibility with the respect to their company policies. Analysis of variance shows that employees from all age groups are motivated.

VII. CONCLUSION

At Shri Easwar Granites the work culture is at satisfactory level .The study was conducted to analyze and examine the perception of the individuals regarding

"Employees' Perception on work culture". It also intended to study the methods through which awareness level could be further improved in the minds of both individual as well as company. If good work environment is achieved then people can commit completely to work and family and they can feel comfortable on both commitments. If people are in good environment at home their work performances automatically increase. In that case, it isthe responsibility of both the employees and the company to help each other in maintaining their work culture and increase its efficiency.

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