

**ANALYSIS OF IMPACT OF SUPPORTIVE ORGANIZATIONAL CULTURE
ON THE LEVEL JOB SATISFACTION WITH REFERENCE TO EMPLOYEES
WORKING IN CEMENT INDUSTRY OF RAJASTHAN**

ADVETA S GHARAT & VINAY KANT

Research Scholar, Sunrise University, Alwar, Rajasthan, India

ABSTRACT

Development of cement Industry in a state like Rajasthan has shown tremendous growth as compared to any other state. This research paper particularly focuses on analyzing the effect of organizational culture on employee retention rate. The research was based on primary as well as secondary data collection. The primary data has been collected from various organizations within the territorial limits of Rajasthan. The data was collected through distributing questionnaire & observing the employees while interviewing them on the basis of the questionnaire. The sample size of the research was 200 employees. Out of which 17 were rejected due to incomplete information filled on questionnaire. The statistical analysis of the questionnaire proved that organizational culture has significant impact on job satisfaction & retention rate of employees.

KEYWORDS: Organizational Culture, Job Satisfaction, Employees, Retention