

**LIAISON ROLE OF TRAINING IN INSTILLING ORGANIZATIONAL CULTURE TO
IMPROVE EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE
TO CEMENT INDUSTRIES IN RAJASTHAN**

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ABSTRACT

Organizational culture is vital in promoting organizational efficiency & effectiveness. Comprehending to the worth of organizational culture will assure to catalyze the acclimatization of the organization & its employees in tumultuous and dynamic environment. Essentially it will call to arms the rate of employee job satisfaction. Employee job satisfaction can get affected in various ways. To enhance it training the employees to improve the organizational culture could be a very useful tool. This research paper focuses on how training can be utilized to instill organizational culture in the minds of the employees to improve their job satisfaction.

KEYWORDS: Organizational Culture, Job Satisfaction, Employees, Training