IMPACT OF CULTURE ON ORGANIZATION: AN EMPIRICAL STUDY

Urvashi Sharma¹, Rableen Kaur Rao² & Sohan Lal³

¹Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India
²Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India
³Assistant Professor, Department of English, Satyawati College, University of Delhi, Delhi, India

Received: 29 May 2018  Accepted: 06 Jun 2018  Published: 13 Jun 2018

ABSTRACT

Culture is the acquired knowledge that people use in order to interpret experience and generate social behavior. Culture helps the organization to deal with external adaptation problems and internal integration. Culture forms values within the organization, creates an attitude and influences the behavior of the individuals. The aim of this paper is to show through a questionnaire the impact of organizational culture on its employees and overall performance of the organizations and institutions.

KEYWORDS: Organizational Culture, Culture, Performance, Organizational Performance