

IMPACT OF CULTURE ON ORGANIZATION: AN EMPIRICAL STUDY

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ABSTRACT

Culture is the acquired knowledge that people use in order to interpret experience and generate social behavior. Culture help 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