

A Study of Organizational Culture and its Impact on Employee Performance at Bajaj Steel Industries, Nagpur

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Abstract: *This project aims to investigate the relationship between organizational culture and employee performance at Bajaj Steel Industries. Organizational culture plays a significant role in shaping employee behavior, attitudes, and performance within a company. The study will utilize a mixed-methods approach, combining surveys and interviews, to gather data from employees across different levels and departments within the organization. The research will explore various dimensions of organizational culture, such as values, norms, communication patterns, and leadership styles, and their impact on employee performance indicators, including productivity, job satisfaction, and employee engagement. The findings will provide valuable insights into the existing organizational culture at Bajaj Steel Industries and its influence on employee performance outcomes. By understanding the relationship between organizational culture and employee performance, this study aims to provide actionable recommendations for Bajaj Steel Industries to enhance its organizational culture, thereby improving employee performance and overall organizational effectiveness. The results of this research will contribute to the existing body of knowledge on organizational culture and its impact on employee performance, while also offering practical implications for organizational development and human resource management strategies in similar industrial contexts.*

Keywords: Workplace culture, Employee motivation, Job satisfaction, Teamwork and collaboration, Employee productivity, Organizational values, Work environment, Training and development

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