

# A Study of Influence of Organisational Culture on Job Satisfaction and Employee Commitment w.r.t. Indusind Bank Ltd, Nagpur

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**Abstract:** *Organizational Culture is a mechanism for understanding the problems and challenges of organizations. It is described as a set of perceptions which individuals have about different work aspects in the organization.*

*There is extensive research which provided the evidence of how essential is organizational Culture for a company to function up to its potential. Researchers regularly said that organizational Culture is a very important factor which directly impacts the organizational performance of the employees.*

*The Culture is defined as a model of perceptions about the firm, made by the group of employees who learn these things along the way of doing job for that company and solving problems.*

**Keywords:** Factor Analysis, Multiple Regression Analysis, Supportive culture, Innovative Culture, Bureaucratic Culture, Job Satisfaction and Employee Commitment

## I. INTRODUCTION

In western countries HRM had its primitive beginning in 1930s. Not much thought was given on this subject in particular and no written records or documents interesting to note HRM concepts was available, in ancient philosophies of Greek, Indian and Chinese. This is not to suggest that industrial establishment and factories system, as it is known today, existed in ancient Greece, India or China. The philosophy of managing human being, as a concept was found developed in ancient literatures in general and in Indian philosophy in particular.

Till 1930s, it was not felt necessary to have a separate discipline of management called "Personnel management". In fact, this job was assigned as part of the factory manager. Adam Smith's concept of factory was that it consists of three resources, land, labour and capital. This factory manager is expected to "procure, process and peddle" labour as one of the resources. The first time when such a specialist "person" was used; it was to maintain a "buffer" between employer and employee to meet the "legitimate need" of employees. However, it is the employer who decided what "legitimate need" of employees is. In fact, the specialist "person" was more needed to prevent "unionization" of employees.

## II. LITERATURE REVIEW

The term culture is stated as the set of values, customs, beliefs and behaviors that are commonly followed by the society. (Hofstede et al., 1990) defines the same stating Organizational culture is "a collection of values, beliefs and norms shared by its members and reflected in organizational practices and goals". The relevance of this definition provides that it facilitates the progress in selection to swift the prospect for portion creative talent, testing and risk enchanting. The main aim of this article is to study the different types of cultures in an organisation and to study the relationship between organizational culture and organizational performance.

Ouchi (1981)<sup>8</sup> examines a positive relationship between organisation culture and performance. Although the writing on organisational culture and its alliance with organizational performance is wealthy varied, there is a small amount of study really examine the concept of this connection. culture has been set up as a main factor to be considered through in organizational life along with its positive impact on the success of the organizational performance. Another definition states that organization culture is that the "shared values, morals held by employees within an organization or the organization unit". Because it is evolved through the organization culture in array to sway the behavior and attitude of the employees. Organisational culture depends on views and characteristics of the employees working in the

organization. Each organization is different from one another. If an Organizational culture is strong then its growth and performance will be high. Organizational culture highly depends on certain factors such as what kind of culture the organization follows such as clan, adhocracy, market culture of the employees working in the organisation, and performance.

According to Hasan, Ali and Hamid Taghiloo(2011)<sup>3</sup> studied the link connecting four types of organizational cultures and how it shapes the organisation. Results of Correlation and Frid man tests reveal that there is a significant correlation between organizational cultures and learning organizations. In adding up the study has found that clan culture has a high correlation coefficient, but adhocracy culture has the maximum grade among diverse types of cultures.

**2.1 Objectives**

1. To study work culture of Indusind bank ltd, Nagpur.
2. To study relationship between organization culture and job satisfaction.
- 3 To study various factors related to employees commitment.

**2.2 Hypothesis**

H1: Organisational culture is having positive impact on job satisfaction and employee commitment.

**III. RESEARCH METHODOLOGY**

Both primary and secondary method of data collection are use for present study. Under the primary data collected method questionnaire and secondary data for the present data include web source, Sampling work Population : 100 Sample Size: 5

**IV. DATA ANALYSIS AND INTERPRETATION**

Table 1. RESPONDENTS BY THEIR GENDER

S. NO.	GENDER	RESPONDENTS	PERCENTAGE
1	MALE	57	57%
2	FEMALE	43	43%
	TOTAL	100	100%

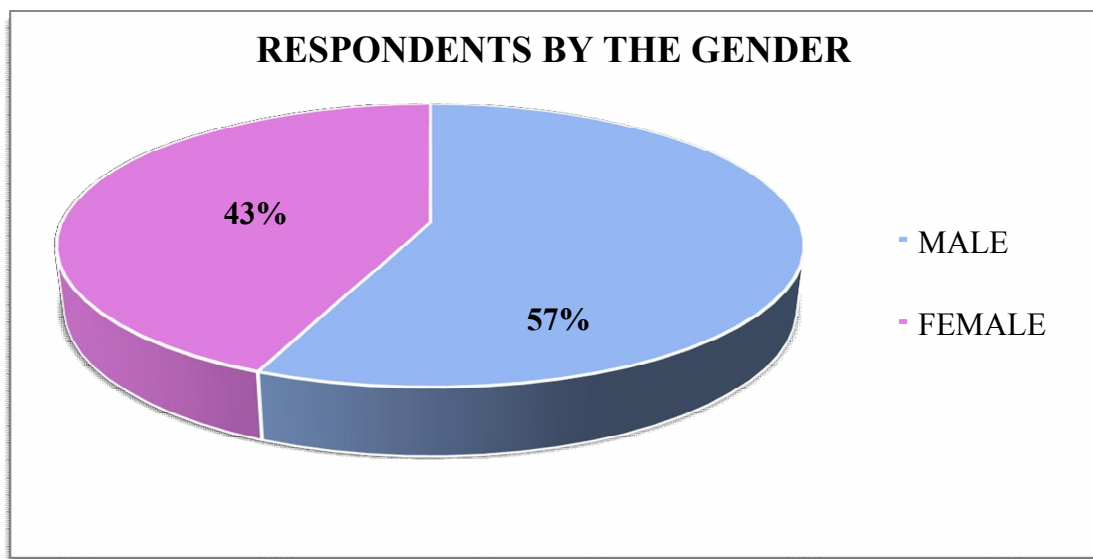


Fig.1

The above table reveals that the 57% of respondents are male and 43% of respondents are female in IndusIndBank Limited.

Table 2. RESPONDENTS BY THEIR AGE

S. NO	OPTION	RESPONDENTS	PERCENTAGE
1	18-22	11	11%
2	23-27	78	78%
3	28-32	11	11%
4	ABOVE 32	0	0%
	TOTAL	100	100%

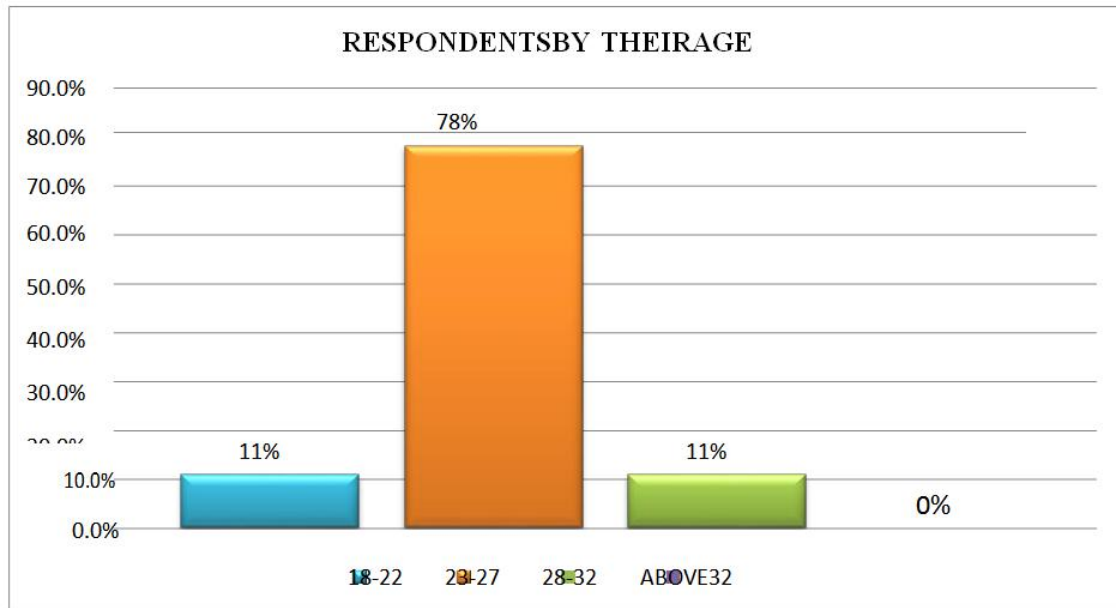


Fig.2

With reference to the analysis of the personal data, Table & Chart No: 2.1.2 shows that most (78%) of the respondents of the study are in the age category between 23-27 Years. The other half(11%) of the respondents are in the age category between 18-22, the rest of the respondents about(11%) are of the age category between 28-32 years and the rest about (0%) of them are in the age category between 32 & above.

### V. CONCLUSION

The findings from this study suggest that if the Culture is open, supportive and is concerned about the welfare of the employees coupled with a good structure, performance management will definitely have a positive and direct impact on the motivation and commitment of the employees. A supportive organizational Culture can facilitate the company to boost its productivity and also motivate the employees and foster commitment amongst the employees. It's the management's task to make all arrangement to maintain positivity of the environment to foster job satisfaction and create a sense of belongingness. There are many ways in which this can be made sure by the management.

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