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STUDY ON ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR AT McDONALDS – HYDERABAD

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ABSTRACT:

A company's culture is the shared identity and working environment that is formed by its members' shared values, beliefs, assumptions, and behaviors. It has far-reaching implications for employee conduct, leadership, and business outcomes. This abstract describes the various aspects of an organization's culture and how they may influence the firm as a whole.

An explanation of what organizational culture is and how it might affect a company's character, employee engagement, and bottom line are presented to kick off the abstract. Leadership is emphasized as a key factor in forming a company culture and formulating a shared vision and mission that reflect the values of the organization. Company values, rituals, and traditions are explored in the abstract as well. The article explains how all of these elements work together to produce a distinct cultural framework that controls the behaviors and choices of employees. The abstract also highlights the significance of both formal and informal communication in sustaining and propagating business culture throughout the various levels and departments of an organization.

INTRODUCTION:

Information on the company's culture that is essential for doing business there. Organisational culture refers to the shared norms and values that define a team or organisation. Workers choose an employer who respects their need for a life outside of work. Businesses that place a premium on company culture have greater productivity and lower attrition rates.

Shareholders, management, consumers, and employees can all benefit from a positive

corporate culture. Because of its uniqueness and distinction from other cultures, organisational culture instructs its members on how to behave. Thus, these behaviours affect all operational procedures. These processes in behaviour can take on a variety of forms, but they all have an impact on things like motivation and integrity on the job.

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A group's culture consists of the shared values and norms that its members all believe in. It consists of people's ways of thinking and behaving in order to differentiate themselves from other communities via the use of language and symbols.

How highly motivated and compensated employees are is strongly influenced by the company's culture. The members' commitment to their employment may also shift. The culture of an organisation is its shared beliefs and values, as well as the shared language its members use to discuss those beliefs and values.

Organisational culture refers to the shared norms and values that define a team or organisation. Workers choose an employer who respects their need for a life outside of work. Businesses that place a premium on company culture have greater productivity and lower attrition rates. Shareholders, management, consumers, and employees can all benefit from a positive corporate culture.

DEFINITION :

According to anthropologist Jeane Kirkpatrick, culture encompasses the entire symbolic environment. Culture determines the truth. The questions What should be? and What can be? are used as a compass and a source of meaning. It prioritises the international interactions and events that warrant our attention. Culture educates us on what matters, what leads to what, and how the larger world impacts our daily lives.

Culture is the source of norms and standards of behaviour. Because people have varied requirements, what we may term a truth, a value, or a purpose already exists in culture.

NEED OF THE STUDY:

For an organization, employee is its basic constituent units, and culture is the common value and code of conduct shared by the employees. It could give can provide employees with a relaxed working environment with harmonious interpersonal relationships in order to give full play to their ability. A corporate culture allows employees to have a sense of mission and feel responsibility, and work towards the overall goal of the company.

The competitiveness of enterprises is not only reflected in the technology, but also in their corporate culture. A positive organizational culture can promote healthy development of an enterprise, and actively mobilize the performance of employees, and make them work with more enthusiasm. Moreover, it may improve production efficiency. In short, the benefits of a positive organizational culture are self evident.

The priority of an enterprise is to increase the loyalty of its customer base. Therefore, a good corporate image must be established. In other words, a good corporate image brings good economic returns, and a good corporate image is dependent on good organizational culture

SCOPE OF THE STUDY:

- Accepting shifts in company culture can be challenging for employees. Not every worker is nimble enough to easily adapt to new circumstances.
- People need time to adjust to a new procedure at work. Both miracles and behavioural improvements are not instantaneous processes.

- Employees will require some time to absorb the new perspective and adjust their behaviour accordingly.
- When starting a new career, it's important to keep an open mind and be prepared for whatever challenges may arise. Don't whine; it won't change anything.

OBJECTIVES OF THE STUDY:

- To assess the existing culture of the organization and to find its impact on employees behaviour
- To analyse the overall performance of the employees
- To learn the employees relationship with their peer
- To study the employees feel about the management
- To understand how the employer encourages participation in decision making
- To find out the employees motivation factor

REVIEW OF LITERATURE:

Owino O. Josephjowi and keFrancis Kibera ,2019, published an article “Organizational Culture and Performance: Evidence From Microfinance Institutions in Kenya” in sage journals The results obtained demonstrate that organizational culture has a significant influence on non-market performance. In addition, market culture is inversely associated with debt/equity ratio. We conclude that organizational culture is a major source of sustainable competitive advantage in the microfinance industry.

Carmen Isensee and Frank Teuteberg, 2020, published an article “The relationship between organizational culture, sustainability, and digitalization in SMEs: A systematic review” in Elsevier these three concepts have been investigated separately and scarce attention has been paid to their relationship. To enable SMEs to successfully manage this complex relationship, our study cumulates existing knowledge, offering the first integrative view on organizational culture, level of environmental sustainability, and level of digitalization and their interactions.

N. Sharman And C.A. Wallace , 2020, published an article “Terminology and the understanding of culture, climate, and behavioural change – Impact of organisational and human factors on food safety management” in Elsevier A critical analysis of previous definitions, statements and common words currently used to describe culture and climate in published definitions is provided. New definitions for food safety culture and climate based on factors shown to be important and are recommended for use by industry and researchers are proposed. The study assesses different types of culture, climate and employees, and suggests different employee behaviours impact the culture and climate of an organisation.

IRWAN PANCASILA And SISWOYO HARYONO, 2020, published an article “Effects of Work Motivation and Leadership toward Work Satisfaction and Employee Performance: Evidence from Indonesia” in Asian Finance The direct effect of leadership on employee performance is 0.175 greater than the indirect influence of leadership on employee performance through employee job satisfaction, which is only 0.096. Likewise, the direct effect of work motivation towards employee

performance is 0.166 greater than the indirect effect of work motivation towards employee performance through employee job satisfaction, which is only 0.062. Thus, job satisfaction does not mediate the effects of leadership and work motivation toward employee performance.

Nisha Chanana and Sangeeta, 2020 , published an article “Employee engagement practices during COVID-19 lockdown” in Journal of public affairs During this pandemic situation, organizations are evolving many engagement activities like online family engagement practices, virtual learning and development, online team building activities, webinars with industry experts, online conduct weekly alignment sessions, team meet-ups over video conference for lunch, short online game sessions, virtual challenges and competitions, online courses, appreciation sessions, communication exercises, live sessions for new-skill training, online counselling sessions, recognition and acknowledgment session, webinars dealing with anxiety and stress, providing online guidance for exercise and meditation, social interactions in a virtual office, classrooms training modules digitally, e-learning modules, and many more creative learning sessions. Work-from-home regime engagement activities are very fruitful for employees as well as for organizations. Those organizations doing these kinds of engagement activities for their employees are learning new skills and developing themselves. Employees are feeling committed to the organization and stay motivated during this tough time of COVID-19 pandemic.

RESEARCH METHODOLOGY: DATA COLLECTION

Data collecting can begin once a research issue has been settled upon and a study strategy or design has been developed. One method of data collection is asking members of the general public for their input. Two methods exist for obtaining data:

The Primary and Secondary Information Providers

Primary Data

Primary data is collected from the employees with structured questionnaire

Secondary Data

The Secondary data is collected from Published articles, newsletters and from company's website

SAMPLE SIZE:

100 all level of employees working in this organisation

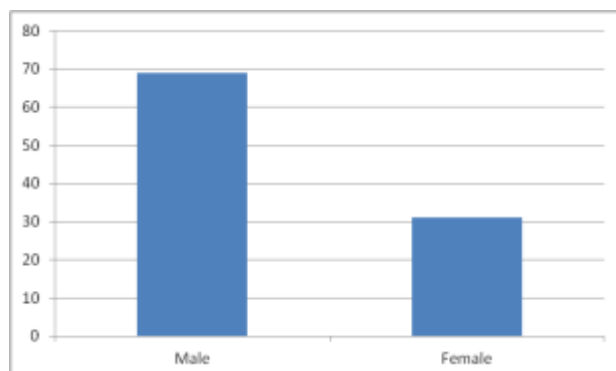
LIMITATIONS OF THE STUDY:

- The study was confined to only to Hyderabad location
- The time spent for this project is only 45 Days
- Some members may have to compromise their values and beliefs in favour of those of leaders or the dominant group in order to attain homogeneity.

DATA ANALYSIS AND INTERPRETATION

1.Pick a gender first, if you don't mind.

S.no	Gender	No. Of respondents	Percentage
1	Male	69	69%
2	Female	31	31%
	Total	100	100%

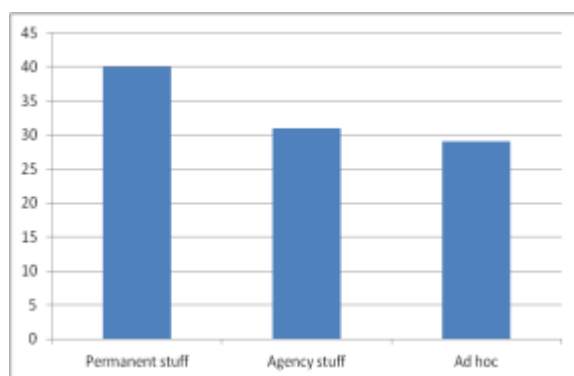


INTERPRETATION

The data in the table and graph up top indicates that men account for 69% of the workforce while women make up 31%.

2.Do you work as a temporary employee, a day-rate contractor, or a regular employee?

S.no	Response	No. Of respondents	Percentage
1	Permanent stuff	40	40%
2	Agency stuff	31	31%
3	Ad hoc	29	29%
	Total	100	100%

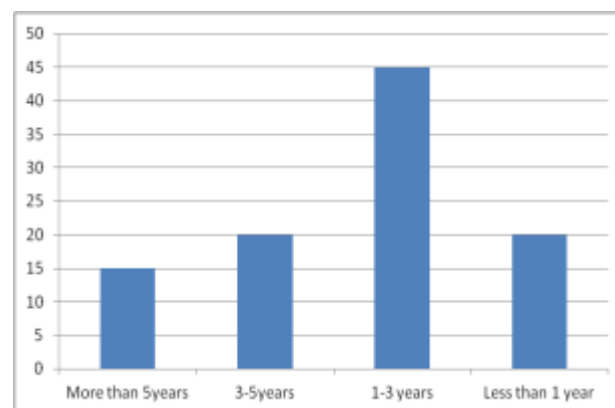


INTERPRETATION

According to the data presented above, permanent employees make up the largest share of the workforce (40%), followed by contract employees (31%), and finally, temporary workers (29%).

3.How long have you been employed here?

S.no	Response	No. Of respondents	Percentage
1	More than 5years	15	15%
2	3-5years	20	20%
3	1-3 years	45	45%
4	Less than 1 year	20	20%
	Total	100	100%

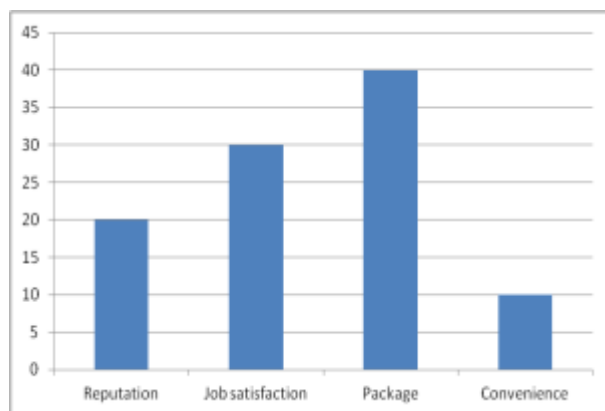


INTERPRETATION

High percentages may be seen for years 1-3 on the top line. A mere 15% of the staff has been there for more than five years.

4.Why did you choose to work for this particular company?

S.no	Response	No. Of respondents	Percentage
1	Reputation	20	20%
2	Job satisfaction	30	30%
3	Package	40	40%
4	Convenience	10	10%
	Total	100	100%

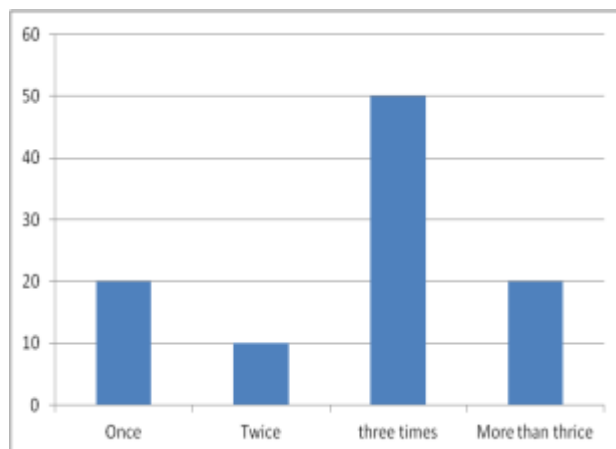


INTERPRETATION

The above chart and picture reveal that reputation accounts for 20%. Only 30% of workers are content with their careers. offers packages at a 30% discount and an additional 10% convenience.

5. In the past six months, how often have you been tardy or absent from work?

S.no	Response	No. Of respondents	Percentage
1	Once	20	20%
2	Twice	10	10%
3	three times	50	50%
4	More than thrice	20	20%
	Total	100	100%

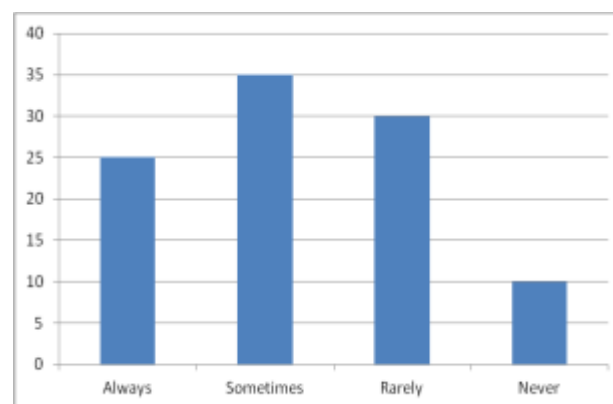


INTERPRETATION

One is equal to 20%, two to 10%, and three to 50%, as shown in the table and the graphic above. More than thrice, or 20%.

6. how frequently do you feel appreciated for your efforts?

S.no	Response	No. Of respondents	Percentage
1	Always	25	25%
2	Sometimes	35	35%
3	Rarely	30	30%
4	Never	10	10%
	Total	100	100%

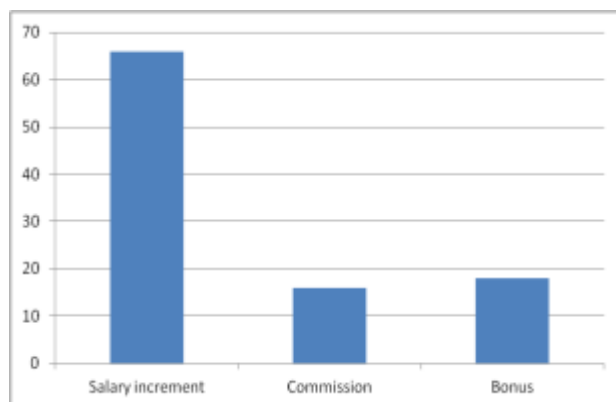


INTERPRETATION

The top table and graph are straightforward. While 75% of respondents stated they occasionally or never receive incentives or gifts, 25% said they do it constantly.

7. What incentives and bonuses should the company provide?

S.no	Response	No. Of respondents	Percentage
1	Salary increment	66	66%
2	Commission	16	16%
3	Bonus	18	18%
	Total	100	100%

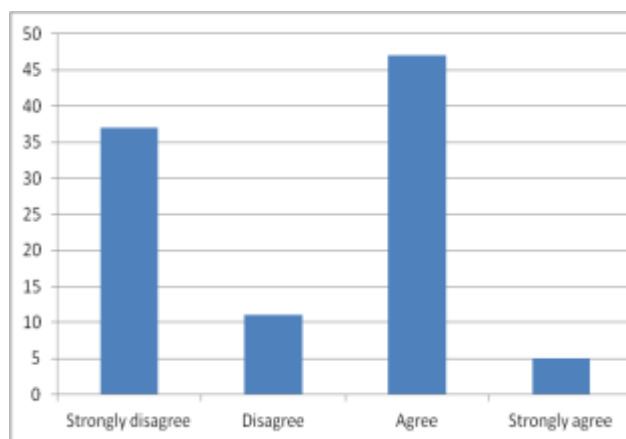


INTERPRETATION

The top table and graph are straightforward. Sixty-six percent of the population is in favour of monetary incentives from the company. The employee was given 16% of the total fee. Bonuses are given to 18% of the working population.

8. What role does employee motivation play in determining the overall performance of an organisation?

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	37	37%
2	Disagree	11	11%
3	Agree	47	47%
4	Strongly agree	5	5%
	Total	100	100%

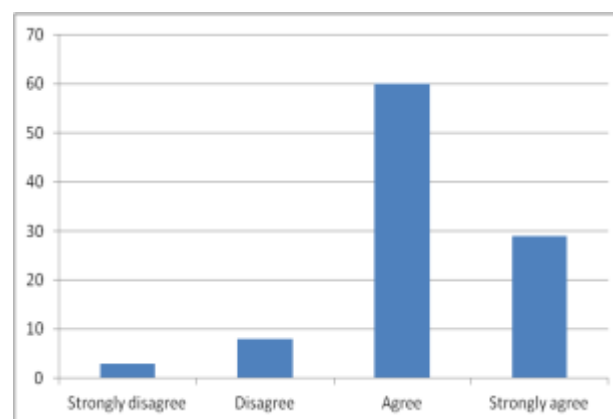


INTERPRETATION

The top table and graph are straightforward. According to the survey, 47% of participants believe that employee morale affects the efficiency of a company as a whole. Approximately 37% of respondents are completely opposed to the idea. About 12% of the workforce is divided on the issue.

9. If employees are more committed, turnover will decrease.

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	3	3%
2	Disagree	8	8%
3	Agree	60	60%
4	Strongly agree	29	29%
	Total	100	100%

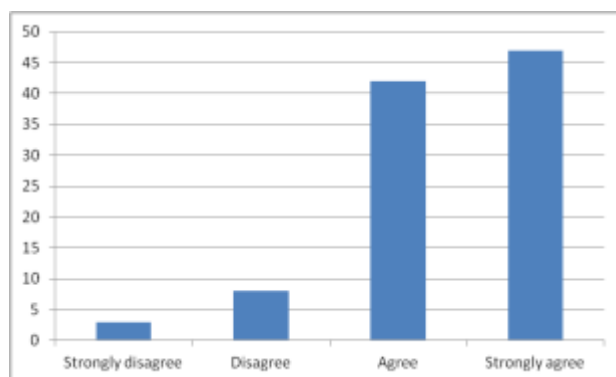


INTERPRETATION

The top table and graph are straightforward. Sixty percent of respondents thought that a company's turnover rate would decrease if employees were more motivated.

10. A person's level of productivity on the work is impacted by their level of motivation.

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	3	3%
2	Disagree	8	8%
3	Agree	42	42%
4	Strongly agree	47	47%
	Total	100	100%

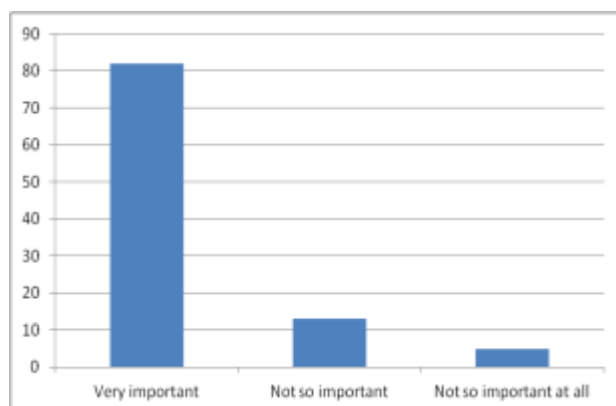


INTERPRETATION

The top table and graph are straightforward. Nearly half (47%) of respondents affirmatively agree. Almost half of the workforce supports this view. Only 8% of the workforce is in agreement. Only 3% of the working population fully agrees.

11.How significant do you feel your ability to get along with others is?

S.no	Response	No. Of respondents	Percentage
1	Very important	82	82%
2	Not so important	13	13%
3	Not so important at all	5	5%
	Total	100	100%



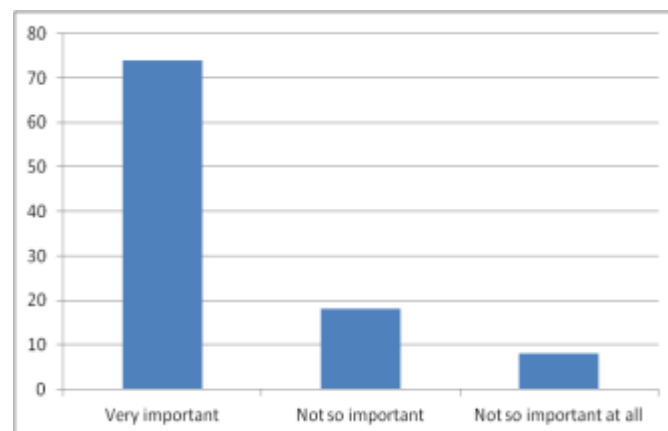
INTERPRETATION

The top table and graph are straightforward. Eighty-two percent of

respondents agreed that it is critical to have supportive friendships in one's peer group. Only around one in eight respondents thought it was unimportant.

12.How crucial is it that you are able to work well with others?

S.no	Response	No. Of respondents	Percentage
1	Very important	74	74%
2	Not so important	18	18%
3	Not so important at all	8	8%
	Total	100	100%

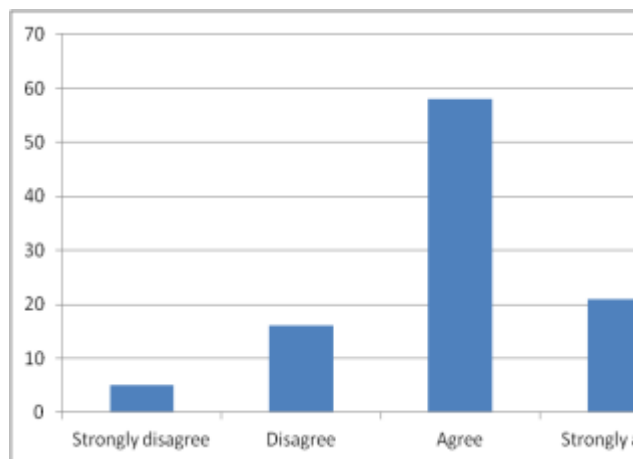


INTERPRETATION

The data presented above shows that the majority of respondents (74%) ranked this as Very important, while 18% rated it as not so important, and 8% rated it as not at all important.

13.Does it assist a company's bottom line when employees and supervisors get along well?

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	5	5%
2	Disagree	16	16%
3	Agree	58	58%
4	Strongly agree	21	21%
	Total	100	100%

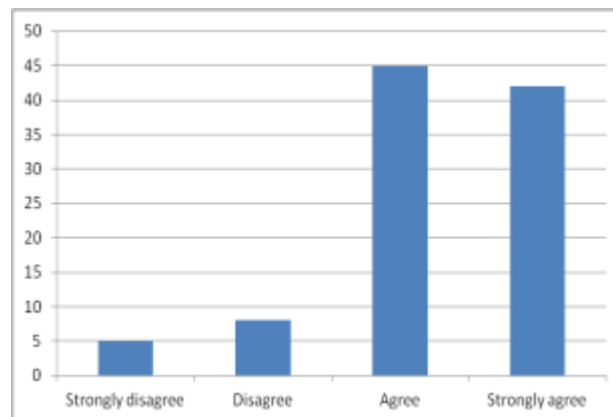


INTERPRETATION

The top table and graph are straightforward. The majority, 58%, thought so too. Only 16% of respondents were in favour.

14.Can a company's success be boosted by creating a nicer workplace for its employees?

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	5	5%
2	Disagree	8	8%
3	Agree	45	45%
4	Strongly agree	42	42%
	Total	100	100%

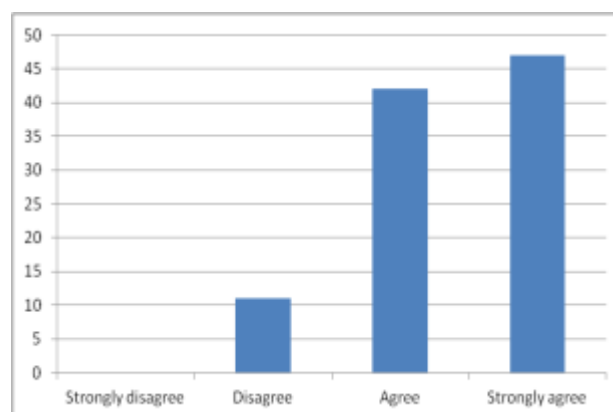


INTERPRETATION

The top table and graph are straightforward. Only 60% of the attendees disagreed. Almost half (42%) of respondents agreed wholeheartedly.

15.Does a company's public image have an effect on workers' morale?

S.no	Response	No. Of respondents	Percentage
1	Strongly disagree	0	0%
2	Disagree	11	11%
3	Agree	42	42%
4	Strongly agree	47	47%
	Total	100	100%



INTERPRETATION

The top table and graph are straightforward. Nearly half (47%) of responders agreed

completely. It was well received by 42% of respondents.

FINDINGS

- The preceding table and graph are straightforward. Sixty-six percent of consumers think businesses should offer bonuses and incentives. The employee's share of the commission is sixteen percent. Extra compensation or benefits are provided to 18% of staff. The preceding table and graph are straightforward. Only a quarter of individuals who participated in the survey claimed to get daily rewards or incentives. Most of those who responded indicated they only do it seldom or rarely. Both the table and the graph above reveal that men make up 69% of the population, while women account for 31%.
- According to the data, full-time work account for 40%, contract jobs for 31%, and temporary positions for 28%. The top graph illustrates that the rate is relatively high during years 1-3.
- Fewer than one-third of the staff has been there for more than five years. The above data shows that fame accounts for 20% of a person's success. Only 30% of workers are completely satisfied with their jobs. 30% financial benefit, 10% convenience.
- You can see that 20% is once, 10% is twice, and 50% is three times by referring to the table and graph up top. Over three times that, or 20%. The preceding table and graph are straightforward. The level of employee motivation was cited by 47% of survey takers as having an impact on the efficiency of an organisation as a whole. There are 37% vehement dissenters among the respondents. Only 12% of workers are in favour of it.

- □ The preceding table and graph are straightforward. Sixty percent of those who responded agreed that lower turnover rates would increase employee motivation. The preceding table and graph are straightforward. As many as 47% of respondents agree wholeheartedly. Around half of the staff is on board with this assessment. Only 8% of the working population disagrees with this statement. Only 3% of employees agree with this statement.
- Both the picture and the table are straightforward. Eighty-two percent of respondents agreed that it is crucial to maintain healthy friendships. Only 1 in 8 respondents thought it was crucial.
- Based on the data presented in the table and graph above, 74% of respondents ranked a given aspect as very important, 18% as somewhat important, and 8% as not at all important. The preceding table and graph are straightforward. Roughly half (58%) of respondents affirm this. Only 16% of those polled did not agree. The preceding table and graph are straightforward. Forty percent of the living population was in agreement. Only 42% of respondents indicated they totally agreed. The preceding table and graph are straight forward. Of those who participated, 47% were firm believers. Only 42% of respondents were in favour.

SUGGESTIONS

- As was mentioned at the outset of the analysis, the ultimate objective of every given organisation is to ensure its own success. If you want to manage your company's employees in a way that benefits the business as a whole, human resource management is a must.
- This paper has discussed the behaviours of employees, the factors that contribute to those behaviours, and the most

significant factors that influence employee motivation.

- □ This dissertation has helped shed light on some of the most critical choices that must be made for effective people management and the achievement of organisational objectives.
- Employees can do this by speaking out about issues that bother them, by helping the organisation better understand and address employee values, and by creating a more pleasant workplace.
- □ Managers who want to work with highly motivated employees should familiarise themselves with the factors that make up the culture of the organisation. The upper echelons of management must have an awareness of the attitudes and behaviours of workers.
- Although most respondents were satisfied with their working relationships, it was evident from the responses that the organisation has issues with training, retaining management, and rewarding staff.

CONCLUSION

- The primary objective of this research was to examine the relationship between business culture and employee motivation. Finding an adequate way to evaluate company culture has been difficult (Maier, 2002).
- Organisational culture was evaluated using similar criteria to those used by Moroulides and Heck (1993) in their seminal study on the subject.
- Everything from the individual's own views and values to those of the corporation, the nature of the job itself, and the organisation as a whole must be taken into account.

6.

- Employee motivation and other aspects of organisational culture, such as values, the work environment, and connections among coworkers, are interconnected in positive ways. This demonstrates how business culture positively affects employee motivation. Employee morale rises in tandem with an organization's upbeat outlook.

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