A STUDY ON EMPLOYEE'S PERCEPTION OF ORGANIZATIONAL WORK CULTURE IN SMALL SCALE INDUSTRIES WITH REFERENCE TO CHENNAI

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Abstract
Many experts began to believe that establishing a strong organisational culture is not only necessary for success, but also a significant determinant of the success. The word "organisation culture" refers to a shared meaning system maintained by members that distinguishes one organisation from another. Job satisfaction is an evaluative metric, whereas organisational work culture is a descriptive metric. Cultures as a visible pattern of behaviour many people use the term culture to describe patterns of behavioural consistency among people. The unwritten values, traditions, and beliefs that control how individuals and groups within an organisation interact with one another and with outsiders are referred to as culture. The subject of organisational culture is the internalization of basic concepts and customs. If a company's culture is well integrated, it may be able to take the role of formalised standards and practises. Organizational Culture has several factors that contribute to the development of stronger interactions among its members. The organisational work culture is shaped by the founders' ideals, assumptions, and personal traits. These principles establish the tone for the organization's culture, which all employees accept and follow. The ability of a company to run successfully and efficiently in the current day is contingent on the presence of a strong and acceptable organisational culture.

Keywords: Stronger, Behaviour, Culture, Efficiently

Introduction

The consciously or subconsciously accepted and followed way of life or manner of Conducting day-to-day activities in an organisation is referred to as organisational work culture. It is crucial in determining and controlling employee behaviour in the workplace. An organization's culture is made up of its essential beliefs, assumptions, norms, procedures, and soon. The behaviour of organisational members is influenced by the work culture. A culture's consequences or products are consistent behavioural patterns. At work, culture is a very powerful force that is purposefully and carefully fostered and Passed down to new employees. It reflects an organization's genuine nature and personality. The patterns of attitudes, assumptions, values, and actions that indicate commonality in people working together are referred to as organisational work culture. Members of an organization's culture can also learn about it through artefacts such as

stories, legends, rituals, and material symbols, such as stories about major events in the company's history, rituals, and even material symbols like the physical layout of the organisation.

Culture is the consequence of long-term interactions among individuals in organisations, and it may be found in people's attitudes, feelings, and actions. On the other hand, rules, regulations, and behavioural norms support a set of expectations as well as a system of reward and punishment. Culture is highly subjective, reflecting the meanings and interpretations we assign to situations, as well as the solutions we apply to common problems. The concept of a common culture raises questions concerning whether or not organisations have cultures.

Objectives of the study

1. To have a better understanding of the employees' socioeconomic characteristics

2. To describe the work culture prevailing at Small scale industries in Chennai.

3. To verify the selected factors influencing work culture.

4. To know the perception of employees about the consequences of prevailing work

Culture on selected dimension.

5. To understand the perception of employees about the contribution of work culture.

6. To find out employees satisfaction about organization work culture in the small scale industries.

Review of literature

Beer was first released in 1980. In terms of change and culture, there is ample Evidence that failing to include organisational culture has hampered efforts to change Organisational functioning. The relevance of culture as a vital component to consider in Effecting change is highlighted by past failures in organisational development efforts.

(1985)4 Smircich 'A common theme from many people writing about Organisational culture is that managers should be aware of their group's or organization's culture since it matters... In the managerial equation, culture has become a significant factor. It brings reason into interpersonal realms when applied to organisations. Culture is something that the sensible manager must consider.'

(1985)5 Louis Workers' commitment to and identification with the group and Organisation, as well as their sense of involvement with their work assignments, have Been found to be affected by organisational culture.

(1985)6 Sathe, during this process of expanding the role and responsibility of Library assistants, however, libraries must be careful to ensure that senior staff Members feel appreciated. According to research, senior employees may operate in Accordance with changes of this scale, but their underlying attitudes, such as what they regard to be the right class separation between librarians and support personnel, May remain unchanged.

Hypotheses

- ✓ There is no significant difference between designation and Importance of work culture based on department.

- ✓ There is no discernible difference in perceptions of many components of workplace culture based on job title.

- ✓ There is no significant difference on the perception about bringing work culture by the work groups based on department.

Research Methodology

Sampling Design

A sample design is a predetermined method for selecting a representative sample from specific population. This study employs simple random sampling.

Sample size

For this survey 100 respondents were selected from each small scale industries of Chennai.

Sampling Method

Stratification is a sampling procedure that divides a population into smaller groupings known as strata. The strata in stratified random sampling are constructed based on shared qualities or characteristics among the participants. When compared to the population, a random sample from each stratum is taken in a number proportional to the stratum's size. These stratum subsets are then combined to generate a random sample.

Framework of Analysis

This topic framework of analysis tells about the tools used for each and every question

Mentioned in the questionnaire. The personal profile, reason to join the particular industry for which percentage analysis is used as statistical tool for analysis. The mode of joining the organization for which cross tab with department is used as statistical tool for analysis. The know about work culture for which Cross Tab with department is used as statistical tool for analysis. The importance of work culture for which one way ANOVA with designation is used as statistical tool for analysis.

Sample taken at random Respondents' Identification

S.No	Designation	No.of.Respondents	Percentage to Total
1	Manager	30	15.0
2	Supervisor	25	12.5
3	Executive	40	20.0
4	Others	105	52.5
	Total	200	100.0

Table shows designation of the respondents, 15 percentage of the respondents are working as manager, 12.5 percentage of the respondents are working as Supervisor, 20 percentage of the respondents are working as Executive, and 52.5 percentage of the respondents are working in others category by applying the percentage analysis.

Department of the Respondents

S.no	Department	No.of.Respondents	Percentage to total
1	Human Resource	36	18.0
2	Finance	36	18.0
3	Production	35	17.5
4	Marketing	51	25.5
5	General	42	21.0
	Total	200	100.0

Table shows department wise details of respondents 18 percentage of the respondents are working in Human Resource Department, 18 percentage of the respondents are Finance Department, 17.5 percentage of the respondents are Production Department, 25.5 percentage of the respondents are Marketing Department, and 21 percentage of the respondents are working in General Department in their industry.

Awareness about work culture by respondents based on Department

	Department of the respondents					
	Human Resource	**Finance**	**Production**	**Marketing**	**General**	**Total**
Through organizational Phamplates	5 (2.5)	0 (.0)	10 (5.0)	0 (.0)	0 (.0)	15 (7.5)
Through organizational manuals	3 (1.5)	4 (2.0)	0 (.0)	4 (2.0)	6 (3.0)	17 (8.5)
Interaction with Department/Other Department	6 (3.0)	10 (5.0)	4 (2.0)	16 (8.0)	14 (7.0)	50 (25.0)
Training	4 (2.0)	6 (3.0)	1 (.5)	8 (4.0)	5 (2.5)	24 (12.0)
Through Department Heads	2 (1.0)	3 (1.5)	4 (2.0)	3 (1.5)	3 (1.5)	15 (7.5)
Through Meeting	6 (3.0)	4 (2.0)	5 (2.5)	12 (6.0)	7 (3.5)	34 (17.0)
Through Circulars	5 (2.5)	4 (2.0)	3 (1.5)	2 (1.0)	3 (1.5)	17 (8.5)
Pamphlets/Displays	3 (1.5)	2 (1.0)	2 (1.0)	1 (.5)	1 (.5)	9 (4.5)
All the above	2 (1.0)	3 (1.5)	6 (3.0)	5 (2.5)	3 (1.5)	19 (9.5)
Total	36 (18.0)	36 (18.0)	35 (17.5)	51 (25.5)	42 (21.0)	200 (100.0)

Table Infers how the respondents are known about work culture based on department, 8.5 percentage of the respondents are through industry manuals in which 1.5 percent of respondents from Human Resource, 2 percent from Finance, 2 percent from Marketing,3 percent from General,25 percentage of the respondents are interaction with department/other department in which 3 percent from Human resource,5 percent from Finance,2 percent from Production,8 percent from Marketing,7 percent from General,12 percentage of the respondents are through training in which 2 percent from Human Resource,3 percent from Finance, 0.5 percent from Production, 4 percent from Marketing, 2.5 percent from General,7.5 percentage of the respondents are through departmental heads in which 1 percent from Human Resource, 1.5 percent from Finance, 2 percent from Production,1.5 percent from Marketing, 1.5 percent from General, 17 percentage of

the respondents are through meeting in which 3 percent from Human Resource, 2 percent from Finance, 2.5 percent from Production, 6 percent from Marketing, 3.5 percent from General, 8.5 percentage of the respondents are through circulars in which 2.5 percent from Human resource,2 percent from Finance, 1.5 percent from Production,1 percent from Marketing, 1.5 percent from General Department, 4.5 percentage of the respondents are through pamphlets/displays in which 1.5 percent Human Resource 1 percent from Finance and 1 percent from Production 0.5 percent from Marketing 0.5 percent General,9.5 percentage of respondents are all the above 1 percent Human Resource, 1.5 percent from Finance, 3 percent from Production, 2.5 percent from Marketing, 1.5 percent from General Department.

General Suggestions

- Employment opportunity shall also extended to the fresh candidates by way of provident necessary training.

- The technical level employee are not satisfied in the organizational climate, the concern may take necessary steps to overcome pitfalls.

- The non-technical staff requires the ultimate change in the work environment it may be considered for the betterment of both employees and the company.

- The employer shall arrange the training program to the employee to update their work culture.

- The industry may enrich the improvement of employees to promote its function well.

Finding of the study

- The study found opinion about various aspects of present organization given First & Second rank for working condition & work environment respectively.

- Awareness about work culture focused 92.5 percent of respondents knowing about work culture.

- The table 5.4 focused, department of the respondents, the department of marketing has 25.5 percent of employees.

- Regarding the category of employees in the organization 51 percent are technicians.

- Research found perception about importance of work culture based on designation, manager do not have significant difference about importance of work culture by organization.

- The table focused Awareness about work culture focused 92.5 percent of respondents knowing about work culture.

> ➢ The importance of work relations based on gender, both of Male & Female employees don't have significant difference related to the importance of work relations.

Conclusion

The study has been carried on to determine the organizational work culture among employees in small scale industries in Chennai. Objective with which the study is conducted is to find out the organizational work culture towards their perception as various social and welfare innovative in the organisation employees satisfaction about organisation work culture in the small scale industries in Chennai. And also to suggest given in their study may be used to the company for improving their work culture, the study is carried on their collecting data and information from the employees of the company using primary data and secondary data.

The study would help the management to understand the employee's needs and to Improve the work culture. The study also helps the employees to reflect on themselves and for behaviour modification and attitudinal changes.

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