

AN IMPACT OF ORGANIZATION CULTURE ON ITS STAKE HOLDERS AND THE SOCIETY-THE GROWING OPPORTUNITIES

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Abstract

Organizational Culture is the most visible element in any company, but it is the one having the most impact on the organization. Arguably, this is the primary factor in sustainability as well as consistent and superior performance. However the culture of an organization is difficult to define, at the end of the day, it is the aggregation of many things. Culture is underlying and what one can observe are the symptoms- may be some behavior, or how things happened in this organization. It is then the job of the company leadership to understand the meaning of these visible signs and take action to reinforce or correct certain things. However it is the hard process so we can say that organizational culture is defined as the climate which is displayed by the organization for the better services to the society, stakeholders and of course the nation. According to the modern concept the organization is the place where you can process everything good and acceptable in order to make good culture. In this study further we can elaborate that the organization which knows how to communicate and have self esteem, work ethics really in true sense knows about the meaning of organizational culture and its effects on everybody.

Introduction:-

Now we are well into 21st century, forget the past and begin a new with good organizational culture. This culture should be very positive, challenging different and appreciative. The culture should be of learning, growing and fun. And if these factors are taken care of them there are more chances of having good internal environment and strength to fight with the external environment. The organization should be committed in upholding the dignity of the employee, honoring commitments. Remaining committed to quality innovation and growth in every endeavor and practices. Freedom to work and take decisions, formal or informal interactions between senior and junior employees, is proactively encouraged through as well laid down framework.

Problems and Issues:-

It is easier to talk about problems than to do something about them. Collectively or individually people in an organization are well aware of all the problems, or at least part of it. However in spite of knowing the symptoms or signs the results does not come and for this there are many reasons. These reasons can be poor analysis, faulty solution methods and difficult choices to find right solution and due to just professional talk and not implementation. For this

everybody has to feel that he or she is the part of the family and all success, failure depends on their contribution. So they do not have to be bystanders, by just watching other dancing. There should be a personal responsibility to see and do things differently, in order to let climb the organization the ladder of success.

Support and Reward:-

Sometimes in the organization the top management people gives wrong signal through favoritism and biasness, and thus it becomes difficult for the employees to manage their behavior and performance. Thus we can say that making changes in the organization culture is one of the hardest things for leaders, and also the most important. The organizational changes and development needs support and acknowledgement. And then only the culture can be improved and thus will increase enthusiasm. If there is some resistance to these good changes, then it becomes roadblock

Significance:-

All organizations have one thing in common. All have understood the importance of organization culture in the professional success. Organizational values are perhaps more important than at any other time in history because of the changing society and personal context within which business. Who you are as in organization, and what you stand for are bellowing just as important as what you manufacture and deliver. In an age of increasing global competition, the ability of an organization to build a culture people is rapidly emerging as most important criterion for success. Many organizations are striving to be value-driven, focusing on employees fulfillment, customer care and leadership development.

Conclusion:-

At last we can say that organizations must align the value of its people and live by it. Research shows that companies that seek to align the values of employees and vice versa, have the best long term performance, are enjoyable to work in, and more focused on the needs of their employees and their customers. The organizations that do not work on these issues tend to be bureaucratic and stressful.

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