

The Role of Organizational Culture on the Overall Success of the Business

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ABSTRACT

The main aim of this study is to explore the role of organizational culture on the overall success of the business. In order to collect data for the study, secondary sources of information were used. The report indicates that a positive culture gives the organization their identity through the creation of a brand image. The other notable impacts of positive organizational culture include shaping the manner in which the employees interact within the places of work, improving the level of loyalty of the employees, and thus lowering the levels of employee turnover, promoting healthy competition within the workplace, ensuring that there are proper guidelines to be followed, ensuring that the employees are brought together, promoting high achievement among the employees and promoting professionalism within the organization.

Keywords: organisational culture, manner, loyalty, employees etc.

INTRODUCTION:

Organizational culture refers to the underlying assumptions, beliefs, values, as well as the underlying ways of interactions, which contributes to the unique psychological and social environment within the organizations (Ojo, 2010). Organizational culture encompasses the philosophies, expectations, experiences and the values, which guide individuals' behaviours within the organizations. It is often expressed in the interactions, self-image, as well as in the inner workings of the members. According to Awadh & Saad (2013) and Yazici (2009), culture is founded on shared beliefs, shared attitudes, customs, as well as on the unwritten and written rules, which have been developed over time and which have been regarded as valid. Other scholars point out that culture also includes the values, vision, systems, norms, language, symbols, beliefs, assumptions, as well as the habits, which have formed part of the organization, and which they expect the employees to uphold in their daily activities and also in their daily interactions (Maon, Lindgreen & Swaen, 2009). Simply put, organizational culture refers to the manner in which things are carried out within the organizations (Shani & Lau, 2008). Business leaders are charged with the responsibility of creating and communicating the culture, which is acceptable to the organizations. This should be communicated to all the employees within the organization (Cameron & Quinn, 2011; Ika, 2009).

LITERATURE REVIEW:

There are a number of roles, which are played by organizational culture within the organizations. For instance, organizational culture plays a huge role in the creation of organizations' brand image because it gives organizations their identity. Organizations are often known by their culture (Berson, Oreg & Dvir, 2008; Couillard, Garon & Riznic, 2009).

According to Yilmaz & Ergun (2008), organizational culture plays a huge role in shaping the manner in which

the employees are interacting at their places of work. Healthy cultures play a huge role in encouraging the staff to remain being loyal and motivated towards the management. Besides, organizational culture ensures that there is a healthy relationship among the staff. This goes a long way in making sure that a healthy competition is promoted within the places of work. It is organizational culture that actually plays a major role in making sure that the employees are highly motivated to perform (Akiner & Tijhuis, 2007; Boiral, 2009).

Cheung, Wong & Lam (2012) point out that organizational culture is highly beneficial in building emotional attachment to the companies. Organizational culture plays a huge role in cultivating a sense of commitment and belonging towards the company. It also results into the development of a sense of unity within the workplace (Kofi Darbi, 2012).

According to Baumgartner (2009) and Yesil and Kaya (2012), organizational culture set the guidelines, which have to be followed by the employees when carrying out themselves and their activities within the workplace. Organizational culture generally represents some predefined policies that guide the staff besides making sure that they have a sense of direction at the places of work. It ensures that all individuals are clear about their roles and responsibilities (Ozorhon, Ardit, Dikmen & Birgonul, 2008). Additionally, organizational culture plays a huge role in moulding positive habits into the employees within the organizations, making them to carry out their functions in a professional manner (Eaton & Kilby, 2015; Cheung, Wong & Lam, 2012).

According to Nelson & Quick (2011) and Kotter (2012), organizational culture plays a huge role in bringing every employee on a mutual platform. Yilmaz & Ergun (2008) further notes that it ensures that the employees are united regardless of their nationality, age, cultural orientation, race or origin among other aspects of diversity. Organizational culture therefore plays a major role in giving employees a sense of unity within the places of work (Kotter, 2012; Giritli, Öney-Yazici, Topcu-Oraz & Acar, 2013).

Nelson & Quick (2011) and Eaton & Kilby (2015) point out that the cultures that have been adopted by organizations can either make or break the companies. A positive organizational culture often promotes high achievement, professionalism, as well as team building. This plays a role in propelling the staff to work at very high levels to achieve the goals and objectives of the organization (Awadh & Saad, 2013). As Akiner & Tijhuis (2007) point out, a poor organizational culture, which is generally too causal, disorganized and unethical to a great extent affects the performance of the firms negatively. This is because it negatively affects the performance of individual employees within the organizations (Berson, Oreg & Dvir, 2008; Cameron & Quinn, 2011).

CONCLUSION:

Based on the findings of the study, a positive culture improves the brand image of the companies. It can also be concluded that a positive organizational culture shapes the manner in which the employees interact within the places of work. This improves teamwork and the level of motivation of the employees. As a result, they can always work towards attaining the goals and objectives of the organizations. It can also be concluded that a positive organizational culture improves the level of loyalty of the employees, and thus lowering the levels of employee turnover, promoting healthy competition within the workplace, ensuring that there are proper guidelines to be followed, ensuring that the employees are brought together, promoting high achievement among the employees and promoting professionalism within the organization. These result improvement of the productivity of the employees, thereby resulting in an improvement in the overall productivity of the organizations. In effect, this improves the level of performance of the organizations.

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