

A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR – ELLIPSO LOGISTICS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No.41410185



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by
AICTE**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MADDALA JYOTHI UDAYA NAGAMANI (41410185)** who carried out the project entitled "A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR – ELLIPSO LOGISTICS" under my supervision from January 2023 to May 2023.

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Submitted for Viva voce Examination held on 05.05.2023

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DECLARATION

I **MADDALA JYOTHI UDAYA NAGAMANI (41410185)** hereby declare that the Project Report entitled “**A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR – ELLIPSO LOGISTICS**” done by me under the guidance of **Dr.B. BHAVYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05.05.2023

PLACE: Chennai



MADDALA JYOTHI UDAYA NAGAMANI

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MADDALA JYOTHI UDAYA NAGAMANI

ABSTRACT

The study of the research entitled “A study on organizational culture and its impact on employee behaviour in Ellipso Logistics, Chennai. The details regarding the company activities were collected through discussion with company officers.

The main objective of this study is to analyze the organizational culture and its impact on employee behaviour in Ellipso Logistics. It study also analyze with the employees impact in organizational culture are maintained by the Ellipso Logistics.

The type of research design used for the study is descriptive. Data's and information required for the study are collected tapping both primary and secondary source. Under primary data personal observation and interview with the personal concerned are made use of. Under the secondary source company journals, magazines, records, annual reports and websites are used.

Secondary data is collected through company details. Data analysis was carried out and findings are listed down. Suitable suggestions have been provided.

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CHAPTER-1

INTRODUCTION

AN UNDERSTANDING OF ORGANIZATIONAL CULTURE

Organizational Culture refers to a system of shared meaning held by members that distinguishes the organization from other organizations. This system of shared meaning is actually a set of key characteristics that the organization values. Organizational culture is a descriptive term which is concerned with how employees perceive the characteristics of an organization's culture, not with whether or not they like them.

This appraisal of the organization on its characteristics gives a composite picture of the organization's culture. This picture in turn becomes the basis for feelings of shared understanding that members have about the organization, how things are done in it, and the way members are supposed to behave.

When culture is defined as a system of shared meaning, it can be expected that individuals with different backgrounds or at different levels in the organization will tend to describe the organization's culture in similar terms.

THE IMPORTANCE OF STUDYING ORGANIZATIONAL CULTURE

People are affected by the culture in which they live. Similarly, an individual working for any organization with a firmly established culture will be taught the values, beliefs, and expected behaviors of that organization.

There is at least some sound evidence that variations in cultural values may have a significant impact on employee turnover and possibly employees' job performance. Hence the study of organizational culture is important for the understanding and practice of organizational behavior.

STRONG AND WEAK CULTURE

Strong culture is said to exist where staff respond to stimulus because of their alignment to organizational values. In such environments, strong cultures help firms operate like well-oiled machines, cruising along with outstanding execution and perhaps minor tweaking of existing procedures here and there. Conversely, there is weak culture where there is little alignment with organizational values and control must be exercised through extensive procedures and bureaucracy.

Where culture is strong—people do things because they believe it is the right thing to do—there is a risk of another phenomenon, Groupthink. "Groupthink" was described by Irving L. Janis. He defined it as "...a quick and easy way to refer to a mode of thinking that people engage when they are deeply involved in a cohesive in-group, when members' strive for unanimity override their motivation to realistically appraise alternatives of action." This is a state where people, even if they have different ideas, do not challenge organizational thinking, and therefore there is a reduced capacity for innovative thoughts.

This could occur, for example, where there is heavy reliance on a central charismatic figure in the organization, or where there is an evangelical belief in the organization's values, or also in groups where a friendly climate is at the base of their identity (avoidance of conflict). In fact group think is very common, it happens all the time, in almost every group. Members that are defiant are often turned down or seen as a negative influence by the rest of the group, because they bring conflict.

Innovative organizations need individuals who are prepared to challenge the status quo—be it group-think or bureaucracy, and also need procedures to implement new ideas effectively.

GROUP BEHAVIOUR

What are Groups? Two or more individuals, interacting and Interdependent, who have come together to achieve particular objectives. In the other words

"A group has common needs relating to task, group and individuals and each group develops its own "group personality"

Group Behavior: - Group behavior emanates from the causes that contribute to the group's effectiveness.

The well-structured, well-defined role and status hierarchy, able leadership, well developed norms and strong cohesiveness a group has, the greater is the groupthink.

Groupthink is defined as “the deterioration of mental efficiency, realitytesting, and moral judgment in the interest of group solidarity.”

As groups function and interact with other groups, they develop their own unique set of characteristics including structure, cohesiveness, roles, norms and processes. As a result, groups may cooperate or compete with other groups, and intergroup

GROUP EFFECTIVENESS

Most of people define the effectiveness as getting job done. The definition of group effectiveness is boarder it can be measured in three fold--- Productivity, satisfaction and capacity to continued co-operation. These three criteria are inter related to each other and interdependent. All three points shows the long-term group effectiveness.

PRODUCTIVITY- Does the output of group meet the standards of the people who have to use it? (Both in terms of quantity and quality) This output can meet one's internal standards of excellence and any external, relevant standards used in a company, industry, by customers, etc. Most people can identify with times when they have gotten the job done but have not met the expectations and standards they must to stay in business or keep their jobs. In other words, the product of the group's work must meet or exceed standards of quantity and quality defined by the organization.

SATISFACTION - Are the members of the group enjoying working together? Are they facilitated their long term growth and development? Does the group experience contribute to the wellbeing of its members? If it does not, members will leave and group will cease to exist.

CO-OPERATION-- Does the work experience enable team members to learn and stay open to learning in the future? Many times groups have worked together and been productive but by the end of the experience they never want to see or work with the members of that group again. Group members describe feeling drained, angry, or invalidated in the group process.

UNDER STANDING GROUP

We can define the group as “Two or more interacting and interdependent individuals who come together to achieve particular or common goals”

The groups are two types-

FORMAL GROUPS

Work groups that have designated work assignments and tasks directed towards organizational goals. Formal groups run on command on group, task of group and with committee. Formal groups have some characteristics which should be followed by any formal group. These are

It meets a required goal

It has defined structure

It is Problem solving group

It has some designation and work assignments for its member.

It has well defined norms.

It has specified goals and deadlines

After the formal groups we can discuss on informal groups. In an organization both informal and formal groups work actively. But informal group don't take responsibility like formal group.

- **INFORMAL GROUP**- Groups that are independently formed to meet the social needs of their member's. Informal groups bring people together based on personal friendship and interest to the organization

EXAMPLES OF FORMAL GROUPS - We can better understand the formal groups through example....

Command- Determined by the organization chart and composed of individual who report directly to a given manager's.

Task- Composed of individuals brought together to complete a specific job task, their existence is often temporary because once the task is completed, the group disbands.

Cross Functional – Bring together the knowledge and skills of individuals from various work areas or groups whose members have been trained to do members have been trained to do each other's jobs.

Self-Managed—Essentially independent and in addition to their own tasks on traditional responsibilities such as hiring, planning and scheduling and performance evaluation.

WHY DO PEOPLE WORK IN GROUPS?

The question arises that, why do people work in group? There are so many benefits of work in group like good productivity, less time period etc. The people are do the work in group for.....

Security - By joining a group, individuals can reduce the insecurity of “standing alone.” People feel stronger, have fewer self-doubts, and are more resistant to threats when they are part of a group. **Status**

Status - Inclusion in a group that is viewed as important by others provides recognition and status for its members.

Self-Esteem - Groups can provide people with feelings of self-worth. That is, in addition to conveying status to those outside the group, membership can also give increased feelings of worth to the group members themselves.

Power - What cannot be achieved individually often becomes possible through group action. There is power in numbers.

Goal Achievement - There are times when it takes more than one person to accomplish a particular task; there is a need to pool talents, knowledge, or power in order to complete a job.

STAGES OF GROUP DEVELOPMENT: The group are formed on the basis of following stage---

Forming- The members join and begin the process of defining the groups purpose, structure and leadership.

Storming – Acceptance of group but intra- groups conflict occurs as individuals resists control by the group and disagrees over leadership.

Norming - Close relationship develops as the group becomes cohesive and establishes it norms for acceptable behavior.

Performing- A fully functional group structure allows the group to focus on performing the task at hand.

Adjourning – The group prepares to dish and is no longer concerned with high level of performance attention devoted to wrapping up activities

The group does not necessarily become more effective as it moves through 1st four

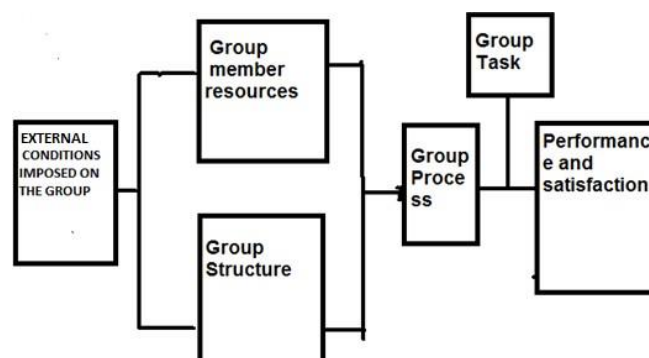
stages

GROUP MEMBERS RESOURCES

Teams are affected by what the individual members bring to the group factors of interest include-

- **Members knowledge**
- **Abilities-** Set the parameters for what members can do and how effectively they will perform in a group
- **Skills**
- **Personality characteristics-** The magnitude of the effect of any single Characteristic is small, but taking personality characteristics together, the consequences for group behavior are of major significance.
- After all these discussion, now we can discuss about group structures. Group is not a mob at all. It is well organized formation of individuals to achieve goals.
- For a group these structures can be followed:
- **Leadership:** it is main roles of a group and leadership has major responsibilities.
- **Norms:** it is vision to look the world.
- **Status:** It is social aspect which is recognized by people.
- **Size:** a group has different size but depends upon group goals. But normally it should be from 3-13 but for high quality it should be 3-5.
- **Composition:** A group is a collaboration of many people and many targeted goals. So, in a group there should be composition of knowledge and skills

GROUP BEHAVIOUR MODEL



EXTERNAL CONDITIONS IMPOSED ON THE GROUP

Groups are a subset of a larger workplace consisting of the following:

1. Organization Strategy

2. Organizational Infrastructure

- Leadership
- Rules
- Resources
- Evaluation and Rewards

3. Organizational Culture ROLES IN GROUP

A role is a set of expected behaviour patterns attributed to someone occupying a given position in a social unit.

- Role Identity: Certain attitudes and behaviors' consistent with a role
- Role Perception: An individual's view of how he or she is supposed to act in a given situation
- Role Expectations: How others believe a person should act in a given situation
- Role Conflict: A situation in which an individual is confronted by divergent role expectations

ROLES IN GROUPS – The following are the main and important roles while we perform in a group

- 1 **Task - oriented roles**- Roles performed by group members to ensure that the tasks of the group are accomplished
- 2 **Maintenance roles** - Roles performed by group members to maintain good relations within the group
- 3 **Individual roles** - Roles performed by group members that are not productive for keeping the group on task.

BUILDING BETTER WORKING GROUPS

ASSIGNING APPROPRIATE TASKS

- The group task is a whole and meaningful piece of work, with a visible outcome

- The outcomes of the group's work on the task have significant consequences for other people
- The task provides group members with substantial autonomy for deciding about how they do the work
- Work on the task generates regular, trustworthy feedback about how well the group is performing

BUILDING GROUP EFFECTIVENESS

Clear Purpose -We all know that when we are part of a successful team it feels like we have the ability to achieve just about anything.

In any team one of the most important components in being successful is having a clear purpose. Think about it if a team does not have a clear purpose it is going to be difficult to:

- Assess what progress is being made
- Determine whether the team is on or off track
- Identify what needs to change when things are not working

Participation- We define participation in development as a process of equitable and active involvement of all members in the formulation of development policies and strategies and in the analysis, planning, implementation, monitoring and evaluation of development activities. To allow for a more equitable development process, disadvantaged stakeholders need to be empowered to increase their level of knowledge, influence and control over their own livelihoods, including development initiatives affecting them.

Civilized Disagreement

Open Communications

Listening

Informal Climate

Some Techniques for Group Decision Making:

Decision making is the main task of a group. To take a decision in a group there are some techniques which are known as:

Brainstorming: it is known as generating alternatives.

Normal Group Technique (NGT): It is known as a very good technique because in

this technique a group meets formally but does not restrict independent thinking.

Delphi Technique: the technique has great value because it has ability to generate a number of independent judgments without the involvement of members face-to-face

CONDITIONS AFFECTING GROUP BEHAVIOUR

The actors which affect group behavior are two types-

1. External conditions and

2. Internal group variables

- **EXTERNAL CONDITIONS-** The external conditions which affect the group or behavior of the group are as follows.....

- 1 Overall strategy of the group
- 2 Authority structures
- 3 Formal regulation
- 4 Available organization resources
- 5 Employee selection criteria
- 6 Performance management system
- 7 Organizational structure
- 8 General physical layout

INDUSTRY PROFILE

Logistics is regarded as the backbone of the economy, providing efficient and cost-effective flow of goods on which other commercial sectors depend. Logistic industry in India is evolving rapidly, it is the interplay of infrastructure, technology and new types of service providers, which defines whether the logistic industry is able to help its customers reduce their costs in logistic sector and provide effective services.

Despite of the weak economic sentiments, the logistics industry continues to

witness growth due to the growth in retail, e-commerce and manufacturing sectors. The Global Logistics sector was expected to grow 10-15% in the period 2013-14. Logistics industry is expected to reach over USD 2 billion by 2019. Rise of e-commerce logistics and increased domestic consumption will lead the way for the industry in the coming years. With a promise of growth and improvements, the service-oriented logistics industry is ready to expand beyond the horizons in the latter half of this decade.

Recent scenario

The recent Indian logistics sector comprises of inbound and outbound segments of the manufacturing and service supply chains. Of late, the logistics infrastructure has gained a lot of attention both from business industry as well as policy makers. The role of managing this infrastructure, to effectively compete has been slightly under-emphasized. Inadequate logistics infrastructure has an effect of creating bottlenecks in the growth of an economy. The logistics management regimen has the capability of overcoming the disadvantages of the infrastructure in the short run while providing cutting edge competitiveness in the long term. There exist several challenges and opportunities for logistics sector in the Indian economy.

Challenges faced by the recent logistics industry in India

The most essential challenge faced by the industry today is insufficient integration of transport networks, information technology and warehousing & distribution facilities. Regulations exist at a number of different tiers, is imposed by national, regional and local authorities. However, the regulations differ from city to city, hindering the creation of national networks.

Trained Manpower is essential both for the third party logistics sector as well as the manufacturing and retailing sectors, which is very weak at a practical level, i.e., IT, driving and warehouse as well as at a higher strategic level. The disorganized nature of the logistics sector in India, its perception as a manpower-heavy industry and lack of adequate training institutions has led to a shortfall in skilled management and client service personnel. There is a lack of IT standard, equipment and poor systems integration.

Popular Read: I have data. I need insights. Where do I start?

Poor facilities and management are the reason for high levels of loss, damage and deterioration of stock, mainly in the perishables sector. Part of the problem is insufficient specialist equipment, i.e. proper refrigerated storage and containers, but it is also partly down to lack of training. The practitioners and the academicians are now aware of the importance of logistics and supply chain; however the field is still under penetrated as far as research is concerned. It is essential to prioritize research and development so that the weaknesses in the industry can be taken care of and improved.

Solutions to some of the challenges

Infrastructure is the backbone of every country's growth and prosperity and for the logistics industry to flourish special emphasis has to be on building world-class road networks, integrated rail corridors, modern cargo facilities at airports and creation of logistics parks which need to be given a status equivalent to Special Economic Zones.

It is necessary to realize that the benefits which can bestly be practiced in logistics industry can be brought about by the companies by establishing training intuitions, so that there is improvement in the overall service quality of the sector. Good storage and Warehousing facilities are important for the growth of the logistics industry. With the increase in the transportation of perishable products, the logistics agencies need to give a lot of importance to enhancing the Warehousing facilities.

Warehousing is required to go to the next level taking into account the changing dynamics of JIT manufacturing, global procurement and new models of sales and distribution. Emphasis on research and development is potent mainly because it encourages the use of indigenous technology which can make the industry cost competitive and can also bring about improvement in services thereby using better, effective and efficient services. Particular focus has to be on research in process excellence which can help to eliminate inefficiencies and bring Indian logistics on par with global practices.

Popular Read: Factors Influencing the Paradigm Shift in the Logistics Sector in India

Future prospects

The logistics firms are moving from a traditional setup to the integration of IT and technology to their operations to reduce the costs incurred as well as to meet the service demands. The growth of the Indian logistics sector depends upon its soft infrastructure like education, training and policy framework as much as the hard infrastructure.

To support India's fast paced economy growth of logistics industry is very essential. It is estimated that the Indian logistics industry will continue to show robust growth of 10-15% annually, leading the pace of growth of the economy at large.

The global economic outlook, indeed that of India is expected to significantly improve as India Inc begins to tackle the economic downturn. With a new government many policies are expected to be implemented which will give a fresh impetus to India's growth engine particularly in the corporate and SME sector which in turn will expand demand for the logistics sector.

With the implementation of GST, the logistics companies, which are currently forced to set up many small warehouses across multiple cities can set up just a few, big warehouses region wise and can follow the hub-and-spoke model for freight movement from the warehouses to the different manufacturing plants, wholesale outlets, retail outlets and the various POS. This growth is backed by the boom in the e-commerce sector and expansionary policies of the FMCG firms.

This has increased the service geography of the logistics firms but they also have to meet the demands of quick delivery and tight service level agreements. The industry has moved from being just a service provider to the position which provides end to end supply chain solutions to their customers. Thus, all this has paved the way for further growth of Logistics and Warehousing industry in the coming years.

COMPANY PROFILE

Our Vision

- Be a globally preferred provider of India-centric Supply Chain Services and Solutions.
- Delight customers with quality service by setting new trends through innovation and technology.
- Be a responsible corporate citizen with unwavering commitment to environmental

protection and conservation.

Corporate Social Responsibility

Ellipso Logistics Pvt Ltd believes in being a socially responsible corporate and going beyond business and profit by giving back to the society. Ellipso Logistics Pvt Ltd has in various capacities contributed towards development of community, promoting education and protecting the environment thereby contributing to develop a better society.

OUR FOCUS

Having operated in the industry for 6 years, we understand that every logistics and transportation project has its own specific demands. Our industry experience has given us in-depth knowledge of the logistics needs specific to the region. We offer a wide range of services across the logistics sector.

OUR METHODOLOGY

As a logistics company, we understand the value of time - we believe in allowing high flexibility and tailoring our services to engage with the client's every point of requirement.

Ellipso Logistics Pvt Ltd believes in working with you - not just for you.

OUR STRENGTH

- More than 200 employees
- Overseeing 150 clients
- Handling 3600 bills of lading annually
- Operating 1500 sq ft of warehousing space

OUR CORE VALUES

- Integrity in customer service
- Commitment to deliver efficiently
- Passion for our work
- Prudent in our approach

OUR SERVICES

In a world made smaller by information technology advances, Ellipso Logistics Pvt Ltd looks towards meeting your logistical needs with the following services:

1. Global Freight Management
2. Logistics & Distribution Solution
3. Warehouse Management
4. Transport Solution
5. Event Facilitation
6. E- Services
7. Freight Forwarding

GLOBAL FREIGHT MANAGEMENT

A single point of contact - we save you precious time and information costs.

- One-Stop solution to all your freight management needs - from collection to offshore distribution.
- Shipments of goods will be monitored - allowing you a piece of mind.
- Information service updates with each batch - you can be updated anywhere in the world at anytime through email or the internet.

LOGISTICS & DISTRIBUTION SOLUTION

Ellipso Logistics Pvt Ltd is able to extend solutions for companies that require a reinvention of their logistics and distribution channels. Within a consultancy status, we are able to give you a breakdown of your current logistic operations, and offer a cost and time saving process in place of the current workflow.

We are able to extend solutions in tricky situations – such as micro distribution – where there are many points of pick-ups, and a wide region for distribution.

With Ellipso Logistics Pvt Ltd, we can look into individual cases where there is a step up process or extra cost incurrence that might be unnecessary. Ellipso Logistics Pvt Ltd can assist to lower your cost and adjust time lags, resulting in a leaner logistic workflow.

In an age of emails and disembodied voices from overseas conference calls, companies can choose to differentiate themselves with a personal touch. Through

Logistics & Distribution Solution, Ellipso Logistics Pvt Ltd allows clients the option to send personalized congratulatory or festive notes through greeting cards. The process can be fine-tuned to the level of allowing different management levels to hand-sign the cards before distribution to the final designated recipients.

WAREHOUSE MANAGEMENT

Besides the warehouse being a physical component essential to our Warehouse Management option, when a client chooses to store his merchandise with Ellipso Logistics Pvt Ltd, we are able to offer an extensive list of warehouse support services:

- Records of warehousing history.
- Alert system via email upon shipment arrival or departure upon request.
- Customer support service for requests of arrival and departure information.
- Container stuffing and unstuffing.

TRANSPORT SOLUTIONS

Customer service information upon delivery & receipt of goods available.

- Lean transportation routes with an experienced transport team at the wheel.
- Professional delivery of services.
- All scales of delivery acceptable.
- Reduction of paperwork: Delivery order (D.O.) provided by Ellipso Logistics Pvt Ltd.
- Follow-up services available upon receipt/delivery.

Flexibility is our policy – no restrictions on time-zoning within the day so goods travel when you need it to.

EVENT FACILITATION

Within Ellipso Logistics Pvt Ltd has the infrastructure and support needed to be your designated event facilitator. Ellipso can undertake the normal shipment of raw material over to the destination country of the event, from packing and stuffing the shipment to transportation and unstuffing at the event location.

E- SERVICES

Ellipso Logistics Pvt Ltd offers our customers a variety of e-services solutions for their logistics needs. Utilising the latest technologies and industry practices, Ellipso offers our customers the ability to track shipment delivery data, obtain

electronic data interchange and electronic invoicing, and simplify their manual processing. Ellipso also offers GPS tracking of our fleet of vehicles— both in Singapore and Indonesia – to ensure the highest performance. We offer customized e-services options to our customers to reflect the uniqueness of their operations with specifically-tailored solutions for their business needs. Please reach out to our team for more information on our various e-services features.

FREIGHT FORWARDING

Air - Direct and consolidated shipments

Sea - Containers, consolidated group age services Road - Full and part loads

We have chosen only those partners who are at the apex of the industry in their geographical and operational areas, giving Ellipso Logistics Pvt Ltd and our client's exposure to the best industry practices worldwide.

Ellipso Logistics Pvt Ltd has its own in-house international freight forwarding division, which is a natural adjunct to our international activities, and has developed into a significant force in its own right, now being one of the leading independent commercial forwarders in Ellipso.

Offering FCL, LCL, Out of Gauge, FTL, LTL, Project, Spot Rate, Fixed Rate, Multimodal Air, Sea and Land Freight, Ellipso Logistics Pvt Ltd works with clients to ensure we have made a full assessment of their needs, then matches those needs to the best possible fit in terms of safe, efficient, on-time, value services.

INVENTORY MANAGEMENT

Inventory management is the crucial role played by Ellipso Logistics Pvt Ltd. The material stored is stored for fairly long time and so Inventory management becomes the important function of Ellipso. Cycle counting is done at regular interval to avoid over or under storage of material. One of the other technique used is End of period counting, in which the inventory is checked after a specific time interval and if the inventory found below minimum stock level, the consignor is informed about the situation. LIFO FIFO method is also undertaken as per demand of the customer. In any case the minimum inventory level is maintained for avoiding delay to the customer. The firm also gives facilities like:

1. JIT
2. Line feeding & replenishment

3. Rejection handling

4. Shortage excess claims

The Inventory management system of Ellipso Logistics Pvt Ltd also includes:

1. Maintenance of Buffer stock level.
2. Lead Time [Preparation of plans for deliveries of material to consignees as per their schedule requirements]
3. Replenishment of stocks [If it is found the stock has gone or going below the buffer stock level – the concerned parties need to be awakened about the position and plan replenishing it]

PAYMENT COLLECTION ON DELIVERY

Ellipso also render Credit facility to the customer who are frequent and have good contribution in the share in its turnover. For many small customer, Ellipso gives facility of payment after receipt of material. Paid booking is not made usually and the customer avails the benefit of credit.

PACKAGING

PACKAGING FOR DOMESTIC MARKET

The requirement of packing for domestic market has to undergo various obstacles on the way. On one side the packing has to withstand in transit upheavals, on other side it has to take care of pilferage and theft elimination. Finally when it reaches the customer it should be presentable and with appropriate marking. Packing need to take care of the different characteristic of the product being packed. Similarly a large number of designs would mean carrying extra inventory of packaging consumables. Thus lesser number of designs and effective use of packing technology would greatly benefit domestic market packing requirement. Ellipso Logistics Pvt Ltd has supported customer in this concern with providing the extra facility at no cost.

LABELLING

An activity no more looked with disdain. Labeling requirement varies from country to country and market to market. It also needs to take into account

requirement as per the local laws. At the corporate level this activity is beyond core-competence of the company profile. Ellipso has experience to undertake labeling of products and free companies to concentrate on their core functions. With vast experience of Twenty years in business, Ellipso has labeled products amounting to over 2 million rupees.

WRAPPING

Can a product reach market without protective cover? Will a product be acceptable in market without wrapping? Will it be able to suppress temptation? Well, the answer to this is known to all. No product is above temptation, all products are for ultimate consumption implicit and explicit to withstand vagaries of climate and in transit tremor need over wrapping. This step helps the product to sustain its identity till the consumption time. Some products and parts are stored for long time due to several factors like seasonal consumption, import restrictions, slower movement, use of vertical storage space. Shrink-wrapping helps in keeping the product dust free. It also holds parts, boxes together in case of vertical storage on an open pallet.

TRANSHIPMENT LOGISTICS

Seaports and inland waterway ports serve as important interfaces both for regional and global flows of commodities in terms of transshipment, storage and onward transportation – whether this involves raw materials or finished goods, containers or bulk commodities. We can handle your products travelling on the water using our own facilities, particularly our port terminals, and include our partners all round the world; we can also organize the necessary pick-up and final delivery runs beyond the quayside. The Port Logistics business area draws on the current opportunities within the whole company group to do this

OUR CUSTOMERS

Our satisfied customers includes

- Coffeeshop Operators
- Contractors
- Designer
- Event Management Companies
- Hardware Suppliers

- Medical Clinics
- New Office Setup
- Offset Printers
- Renovation Contractors
- Restaurant & Cafe Owners
- Retail Owners
- Schools
- Wholesaler

NEED FOR STUDY

- To obtain employees perceptions about various aspects of the organization's culture.
- To assess various attitudes of the employees towards their jobs and the organization.
- To know about how employees manage through different phases in their job.
- To identify the physical and mental factors effecting the employee behavior.

SCOPE OF STUDY

- This study helps to know about a company's working environment.
- This study about the employee involvement and commitment of work.
- This study about the employee welfare measures.
- This study about the constraints on performance of the employees.
- This study helps the company to understand the awareness level of organization culture among the employees.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES:

- To study the organization culture and its impact on employee behaviour in EllipsoLogistics.

SECONDARY OBJECTIVES:

- To study the satisfaction level of employees towards organizational environment

- To find out the impact of Organizational culture on employee retention
- To assess whether Organizational culture improves the employee engagement
- To analyze the various factors influencing the Organizational culture

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It deals with the objective of a research study, the method of defining the research problem, the type of hypothesis formulated, the type of data collected, method used for data collecting and analyzing the data etc. The methodology includes collection of primary and secondary data.

TYPE OF RESEARCH

DESCRIPTIVE RESEARCH

The study follows descriptive research method. Descriptive studies aims at portraying accurately the characteristics of a particular group or situation. Descriptive research is concerned with describing the characteristics of a particular individual or a group. Here the researcher attempts to present the existing facts by collecting data.

RESEARCH DESIGN

A research design is a basis of framework, which provides guidelines for the rest of research process. It is the map of blueprint according to which, the research is to be conducted. The research design specifies the method of study. Research design is prepared after formulating the research problem.

SOURCES OF DATA

Data are the raw materials in which marketing research works. The task of data collection begins after research problem has been defined and research design chalked out. Data collected are classified into primary data and secondary data

- **PRIMARY DATA**

Questionnaires were used for collecting primary data.

- **SECONDARY DATA**

Secondary data were collected from the company's annual publications, memorandums of settlements, newspapers, journals, websites, and from library books.

SAMPLING METHOD

Sampling technique used in this study is '**CONVENIENCE SAMPLING**'. This non-probability method is often used during preliminary research efforts to get a

gross estimate of the results, without incurring the cost or time required to select a random sample.

SAMPLING UNIT

This is that element or set of elements considered for selection in some stage of sampling. Ellipso Logistics Employees will be taken for sampling.

SAMPLE SIZE

The sample size taken for this study is 110.

RESEARCH INSTRUMENT

Structured questionnaire was used to collect the information from the employees. The questionnaire was close ended where rating scales were used.

TOOLS FOR ANALYSIS

1. Percentage analysis
2. Chi-square
3. One-Anova

REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Its ultimate goal is to bring the reader up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area.

Hersey and Blanchard (1988). This model equates group progress and effectiveness with group maturity. According to their model, group maturity is a continuous variable that is influenced by two factors: ability and willingness. Ability is defined as the knowledge, experience, and skill that an individual or group brings to a particular task or activity. Members of mature groups, unlike those of immature groups, process the ability to perform their tasks without much direction, assistance, or direct supervision. Willingness refers to the extent to which an individual or group has the confidence, commitment, and motivation to accomplish a specific task. Members of mature groups do not require extensive encouragement or pushing to work on their tasks.

Group communication

The first important research study of small group communication was performed by social psychologist Robert Bales and published in a series of books and articles in the early and mid 1950. This research entailed the content analysis of discussions within groups making decisions about "human relations" problems (i.e., vignettes about relationship difficulties within families or organizations). Bales made a series of important discoveries. First, group discussion tends to shift back and forth relatively quickly between the discussion of the group task and discussion relevant to the relationship among the members. He believed that this shifting was the product of an implicit attempt to balance the demands of task completion and group cohesion, under the presumption that conflict generated during task discussion causes stress among members, which must be released through positive relational talk. Second, task group discussion shifts from an emphasis on opinion exchange, through an attentiveness to values underlying the decision, to making the decision. This implication that group discussion goes through the same series of

stages in the same order for any decision-making group is known as the linear phase model. Third, the most talkative member of a group tends to make between 40 and 50 percent of the comments and the second most talkative member between 25 and 30, no matter the size of the group. As a consequence, large groups tend to be dominated by one or two members to the detriment of the others.

Linear phase model

The most influential of these discoveries has been the latter; the linear phase model. The idea that all groups performing a given type of task go through the same series of stages in the same order was replicated through the 1950s, 1960s and 1970s with most finding four phases of discussion. For example, communication researcher B. Aubrey Fisher showed groups going sequentially through an orientation stage, a conflict stage, a stage in which a decision emerges and a stage in which that decision is reinforced.^[5] Much of this research (although not necessarily Fisher's) had two fundamental flaws. First, all group data was combined before analysis, making it impossible to determine whether there were differences among groups in their sequence of discussion. Second, group discussion content was compared across the same number of stages as the researcher hypothesized, such that if the researcher believed there were four stages to discussion, there was no way to find out if there actually were five or more. In the 1980s, communication researcher Marshall Scott Poole examined a sample of groups without making these errors and noted substantial differences among them in the number and order of stages. He hypothesized that groups finding themselves in some difficulty due to task complexity, an unclear leadership structure or poor cohesion act as if they feel the need to conduct a "complete" discussion and thus are more likely to pass through all stages as the linear phase model implies, whereas groups feeling confident due to task simplicity, a clear leadership structure and cohesion are more likely to skip stages apparently deemed unnecessary.

Idea development

Another milestone in the study of group discussion content was early 1960s work by communication researchers Thomas Scheidel and Laura Crowell regarding the process by which groups examine individual proposed solutions to their problem. They concluded that after a proposal is made, groups discuss it in an implied attempt to determine their "comfort level" with it and then drop it in lieu of a

different proposal. In a procedure akin to the survival of the fittest, proposals viewed favorably would emerge later in discussion, whereas those viewed unfavorably would not; the authors referred to this process as "spiraling." Although there are serious methodological problems with this work, other studies have led to similar conclusions. For example, in the 1970s, social psychologist L. Richard Hoffman noted that odds of a proposal's acceptance is strongly associated with the arithmetical difference between the number of utterances supporting versus rejecting that proposal. More recent work has shown that groups differ substantially in the extent to which they spiral.

None of this work has attempted to link discussion content with task output. The most successful attempt at that can be found in a 1980s research program of communication researcher Randy Y. Hirokawa. The implication of this program is that to an extent, depending upon task, the quality of a group's decision appears to be associated with the extent to which the group examines the problem it faces, identifies the requirements of an ideal solution and evaluates the positive and negative features of proposed solutions. Although this reads like Bales's linear phase model, Hirokawa (like Poole at about the same time) demonstrated that these decision functions need not occur in any particular order. Communication researchers Renee Meyers and Dale Brashers have also had some success in correlating group decisions with the pattern of arguments (in the sense of argumentation theory) that occur during discussion.

Group conflicts, also called group intrigues, is where social behavior causes groups of individuals to conflict with each other. It can also refer to a conflict within these groups. This conflict is often caused by differences in social norms, values, and religion.

Both constructive and destructive conflict occurs in most small groups. It is very important to accentuate the constructive conflict and minimize the destructive conflict. Conflict is bound to happen, but if we use it constructively then it need not be a bad thing.

When destructive conflict is used in small groups, it is counterproductive to the long term goal. It is much like poisoning the goose that lays the golden eggs. In the case of small group communication, destructive conflict creates hostility between the members. This poisons group synergy and the results, the golden eggs

if you will, either cease being produced or are at least inferior in quality.

Using constructive conflict within small groups has the opposite effect. It is much like nourishing the goose so that it continues to produce the golden eggs, golden eggs which may be even better than what the unnourished goose could have produced. In this sense, bringing up problems and alternative solutions while still valuing others in small groups allows the group to work forward

Several theoretical discussions have been presented about task-group effectiveness. Bettenhausen's (1991) review of the sociological, psychological, and management literature reviewed a number of important models dealing with the effectiveness of work groups. Similarly, Levine and Moreland's (1990) reveal the psychology literature which also points to the models of group effectiveness. Gladstein (1984) proposed a comprehensive model of group effectiveness. In this model group effectiveness is viewed as the major output of small group behavior. Effectiveness has three components: group performance, satisfaction of group-member needs, and the ability of the group to exist over time (Hickman and Morris, 1975). His model, which is based on an early McGrath (1964) model, predicts that group process leads to effectiveness. Group process is the intergroup and intergroup actions that transform resources into a product. Process behaviors are either maintenance behaviors that build, strengthen and regulate group life or task behaviors that enable the group to solve the objective problem to which the group is committed (Gladstein, 1984). Gladstein suggested that group ratings of open communication, supportiveness, active Leadership, training, and experience in the organization were all positively associated with group ratings of satisfaction and performance. With a focus on leadership, one of the most frequently cited models of group effectiveness is offered by Hersey and Blanchard (1988).

Hersey and Blanchard's theory suggested that mature groups are likely to be more effective than immature ones, because an immature group is highly dependent on its leader. Members of Immature groups are unable or unwilling to take responsibility for completing tasks without the assistance of their leaders. On the other hand, mature groups are able to function independent of their Leaders. In short, Hersey and Blanchard state that the ability and motivational levels of a group are the key determinants of group effectiveness.

The role of the organizational context is more fully integrated within a model of

organizational group effectiveness proposed by Hickman (1990). Hickman begins by identifying three primary determinants of work team effectiveness: (1) the amount of effort group members put forth in accomplishing the group's task, (2) the amount of knowledge and skills group members bring to the task, (3) the appropriateness of the task performance strategies employed by the group.

European Journal of Social Sciences –, Number 2 (2009) 337 accomplishing its task. According to Hickman, the performance of an organizational work team is likely to be effective if its members are highly motivated and thus put forth considerable effort in accomplishing the group's task; if its members have the necessary skills and knowledge to work on the

Task; and if the steps and procedures that the group employs in completing its task actually facilitate the group's efforts. In addition, Hickman identifies three organizational conditions that increase the likelihood that a group's work will be characterized by sufficient effort, adequate task-relevant knowledge and skill, and task-appropriate performance strategies. There are: (1) a group structure that promotes competent work on the task, (2) an organizational context that supports and reinforces excellence, and (3) available, expert coaching and process assistance. The first refers to task clarity, group composition, and core norms. The second includes the organization's reward, educational, and informational systems. The third points out that organization should not expect individuals to already know how to work in groups, but should provide them with adequate resources to learn these skills.

Group Behavior is the study and application of understanding about how people, individuals, and groups act in organizations. Its function is to assemble better relationships by achieving human objectives, organizational objectives, and social objectives. Organizational behavior involves management paying attention to the employees' issues, both work related and personal to make the work environment a better place. Organizational Behavior explains why an organization is only as popular and proficient as its employees that execute daily activities. According to Hunt, Osborn, and Schermerhorn (2005), "Individual, interpersonal, and organizational factors determine the behavior and ultimate value of an organization's employees". Top companies such as Microsoft and Dell understand that human capital is very important; and managers must know how to develop and retain employees that have skills that give them a competitive advantage.

Successful managers and workers study organizational behavior with a strategic lens. Managers go above and beyond to understand organizational behavior in the Marine Corps because there are so many different nationally and ethnic background employees. To be successful as an organization top management must understand what motivates certain employees and what can be factors to hinder productivity.

Ayittey, George B.N. 1999. *Africa in Chaos*. New York: St. Martin's Griffin. Many would define culture as a set of circumstances in which a person is raised that governs group behavior; this behavior is governed by many internal and external factors. Ayittey author of the book *Africa in Chaos* claims that despite the rich natural resources that Africa possesses the people remain in the throes of poverty and the worst imaginable destitution. The circular nature of their culture tends to hold them in a vicious cycle of being infected and passing on the infection of the HIV virus. Aithey examines the internal and external factors including the general feel of a tyranny among the government. "Among the external factors are the legacies to colonialism, lingering effects of the slave trade, Western imperialism, and a pernicious international economic system. The internal factors include bad leadership, corruption, economic mismanagement, political tyranny, senseless civil wars, military vandalism, exploitation and oppression of the peasant majority, denial of civil liberties, and capital flight". (Ayittey, 1999.) Ayittey believes that the answers to the decline of the country can be found within the people and be solved without any outside help from the West. He argues that the internal problems are all interrelated, most notably the political and economic systems. Consequently, problems that may seem to be rooted in economics may actually be political and shows it's self as a system of poverty. Corruption in the African government only leads to an ineffective leadership of the country and discourages any foreign interest or investments

A Three-Dimensional Theory of Interpersonal Behavior Across time, culture, and societies humans have always joined with others to create social living communities. As demonstrated in other species the human is a social animal. However living in groups requires concession and compromise. The needs and interests of a group do not always completely match the needs and individual interest's fits members. This leads to influential interpersonal processes that take place in groups, which can be summed up using the common word group dynamics

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develop and retain employees that have skills that give them a competitive advantage. Successful managers and workers study organizational behavior with a strategic lens. Managers go above and beyond to understand organizational behavior in the Marine Corps because there are so many different nationally and ethnic background employees. To be successful as an organization top management must understand what motivates certain employees and what can be factors to hinder productivity.

ORGANIZATIONAL CULTURE

Basically, organizational culture is the personality of the organization. Culture is comprised of the assumptions, values, norms and tangible signs (artifacts) of organization's members and their behaviors. Members of an organization soon come to sense the particular culture of an organization. Culture is one of those terms that are difficult to express distinctly, but everyone knows it when they sense it. For example, the culture of a large, profit corporation is quite different than that of a hospital which is quite different than that of a university. You can tell the culture of an organization by looking at the arrangement of furniture, what they brag about, what members wear, etc. -- similar to what you can use to get a feeling about someone's personality.

MARTIN (2002) HAS WRITTEN A BOOK TITLED ORGANIZATIONAL CULTURE:

Mapping the Terrain in which she provides a comprehensive review of the organizational culture literature and provides an interesting perspective on a number of issues related to the study of organizational culture. According to Martin, culture is about deeply held assumptions, meaning, and beliefs.

If we look at Schein's (1992) iceberg model, this would include all of the elements of the iceberg that appear "under the waterline" or remain invisible for the most part. When researching culture, it is often done using phenomenological methods incorporating the recounting of stories, observation of physical arrangements, and interpretation of jargon and rituals.

Martin goes on to talk about three perspectives on organizational culture that has emerged out of the literature among which the relationship between organizational culture and organizational climate differs. The three perspectives are

- (a) Integration (there is one culture in an organization)
- (b) Differentiation (subcultures exist in an organization)
- (c) Fragmentation (ambiguity; culture can exist at the individual level in an organization).

ORGANIZATIONAL CULTURE BY THOMAS A. HICKOK

In this article Hickok argues that, ultimately, the most prominent effects of downsizing will be in relation to culture change, not in relation to saved costs or short-term productivity gains. In particular, the author notes three observations in relation to the impact of downsizing on organizational culture. First, it clearly appears that power has shifted away from rank-and-file employees in the direction of top management/ownership. Accompanying this change is a shift in emphasis away from the well-being of individuals in the direction of the pre-eminence and predominance of the organization as a whole.

Second, it appears working relationships have changed away from being "familial" in the direction of being more competitive. Third, the employer-employee relationship has moved away from long-term and stable in the direction of short-term and contingent. The author suggests five simple question areas that organizational leaders who are interested in probing the moral and spiritual dimensions of downsizing might usefully consider.

These include ensuring the fundamental decency of the approach being considered, engaging in appropriate dialogue, thinking through the consequences for those who may be adversely affected, having ready explanations for multiple constituencies, and offering a realistic opportunity for a better future for the organization and the organization's stakeholders.

Corporate culture can be looked at as a system. Inputs include feedback from, e.g., society, professions, laws, stories, heroes, values on competition or service, etc. The process is based on our assumptions, values and norms, e.g., our values on money, time, facilities, space and people. Outputs or effects of our culture are, e.g., organizational behaviors, technologies, strategies, image, products, services, appearance, etc.

The concept of culture is particularly important when attempting to manage organization-wide change. Practitioners are coming to realize that, despite the best-laid plans, organizational change must include not only changing structures and processes, but also changing the corporate culture as well.

There's been a great deal of literature generated over the past decade about the concept of organizational culture -- particularly in regard to learning how to change organizational culture. Organizational change efforts are rumored to fail the vast majority of the time. Usually, this failure is credited to lack of understanding about the strong role of culture and the role it plays in organizations. That's one of the reasons that many strategic planners now place as much emphasis on identifying strategic values as they do mission and vision.

Key Characteristics of Corporate Culture

Innovation and Risk Taking: The degree to which employees are encouraged to be innovative and take risks.

Attention to Detail: The degree to which employees are expected exhibit precision, analysis and attention to detail.

Outcome Orientation: The degree to which management focuses on results or outcomes rather than on the techniques and processes used to achieve those outcomes.

People Orientation: The degree to which management decisions are take into consideration and the effect of outcomes on people within the organization.

Team Orientation: The degree to which work activities are organized around teams rather than individuals.

Aggressiveness: The degree to which people are aggressive and competitive rather easy going

Stability: The degree to which organizational activities emphasize maintaining the status quo in contrast to growth.

Some Types of Culture

There are different types of culture just like there are different types of personality.

Authoritarian Culture

There is centralization of power with the leader and obedience to orders and discipline are stressed. Any disobedience is punished severely to set an example to others. The basic assumption is that the leader always acts in the interests of the organization.

Participative Culture

Participative culture tends to emerge where most organizational members see themselves as equals and take part in decision-making.

Mechanistic Culture

The mechanistic culture exhibits the values of bureaucracy. Organizational jobs are created around narrow specializations and people think of their careers mainly within these specializations. There is a great deal of departmental loyalty and inter-departmental animosity. This sort of culture resists change and innovation.

Organic Culture

In this case, authority hierarchy, departmental boundaries, rules and regulations, etc. are all frowned upon. The main emphasis is on task accomplishment, team work and free flow of communication. The culture stresses flexibility, consultation, change and innovation.

Sub-cultures and Dominant culture

Each department of an organization may have its own culture representing a sub-culture of the system. An organizational culture emerges when there is integration of all the departments into a unified whole.

RESEARCHER JEFFREY SONNENFELD

Academy Culture

Employees are highly skilled and tend to stay in the organization, while working their way up the ranks. The organization provides a stable environment in which employees can develop and exercise their skills. Examples are universities, hospitals, large corporations, etc.

Baseball Team Culture

Employees are "free agents" who have highly prized skills. They are in high demand and can rather easily get jobs elsewhere. This type of culture exists in fast-paced, high-risk organizations, such as investment banking, advertising, etc.

Club Culture

The most important requirement for employees in this culture is to fit into the group. Usually employees start at the bottom and stay with the organization. The organization promotes from within and highly values seniority. Examples are the

military, some law firms, etc.

Fortress Culture

Employees don't know if they'll be laid off or not. These organizations often undergo massive reorganization. There are many opportunities for those with timely, specialized skills. Examples are savings and loans, large car companies, etc.

Importance of Organizational Culture

Employees should be engaged in their work. They yearn for work that is enjoyable, meaningful and engaging. When they are engaged they are safer on the job, more productive and more willing and able to delight customers. It is for these basic reasons that organizational culture matters. It is the right thing for an organization to do - to think about the work environment, working relationships and "how employees do things here."

Focusing on building and sustaining an organizational culture is one way of showing that people are the organization's most valuable asset.

A strong culture is a talent-attractor

The organizational culture is part of the package that prospective employees look at when assessing the organization. Gone are the days of selecting the person you want from a large eager pool. The talent market is tighter and those looking for a new organization are more selective than ever.

The best people want more than a salary and good benefits. They want an environment they can enjoy and succeed in.

A strong culture is talent-retainer - How likely are people to stay if they have other options and don't love where they are? The organizational culture is a key component of a person's desire to stay.

A strong culture engages people - People want to be engaged in their work. The culture can engage people. Engagement creates greater productivity, which can impact profitability.

A strong culture creates energy and momentum - Build a culture that is vibrant and allows people to be valued and express themselves and it will create a very real energy. That positive energy will permeate the organization and create a new momentum for success. Energy is contagious and will build on itself, reinforcing the culture and the attractiveness of the organization.

A strong culture changes the view of “work” - Most people have a negative connotation of the word ‘work’. When the organization creates a culture that is attractive, people’s view of “going to work” will change.

LIMITATIONS OF THE STUDY

- 1 The period of study is very limited to go through all the components of this topic.
- 2 Sample size taken is not enough.
- 3 The response given by the respondent is biased one.
- 4 Most of the employees are not educated well.
- 5 Many employees are not ready to answer the survey.
- 6 Most of the employees are not satisfied regarding the benefits provided to them in the organization

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

ANALYSIS PART-1

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1: TABLE SHOWING GENDER WISE CLASSIFICATION

Particular	Number of respondents	Percentage
Male	46	42
Female	64	58
Total	110	100

Source: Primary Data

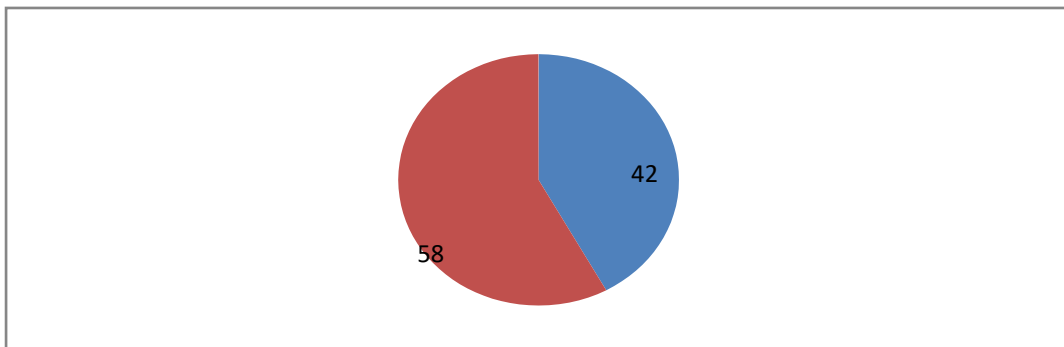


CHART 4.1. 1: CHART SHOWING GENDER WISE CLASSIFICATION:

INFERENCE:

The above CHARTS show that there are 58 % of respondent are female and 42 %respondent are male. Therefore, most of the respondents are female.

TABLE 4.1.2 TABLE SHOWING QUALIFICATION CLASSIFICATION

Particulars	Number of Respondents	Percentage
Graduate	44	40
Post Graduate	49	44
Others	17	16
Total	110	100

Source: Primary Data

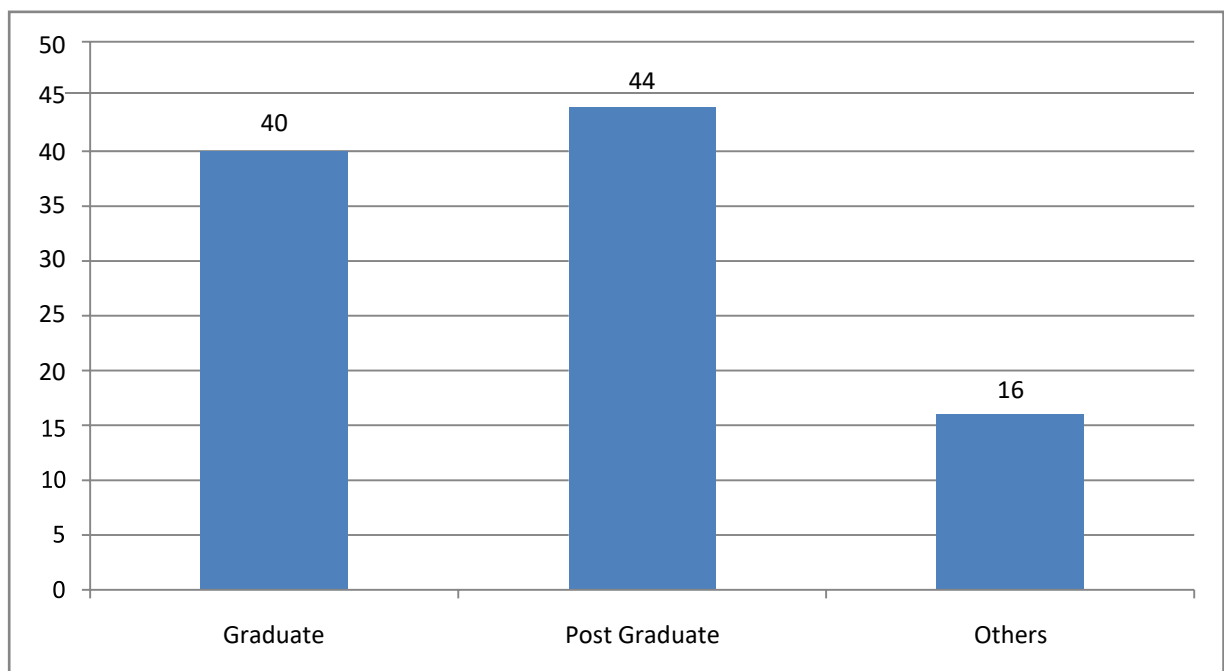


CHART 4.1.2: CHARTSHOWING QUALIFICATION CLASSIFICATION:

INFERENCE:

From the above CHARTS, 44% of the respondents post graduates and 40% of the respondents graduates. Therefore, most of the respondents post graduates

TABLE 4.1.3: TABLE SHOWING TENUREWISE CLASSIFICATION

Particulars	Number of Respondents	Percentage %
Below 1year	16	15
1year-3years	33	30
3years-5years	24	22
Above 5years	37	33
Total	110	100

Source: Primary Data

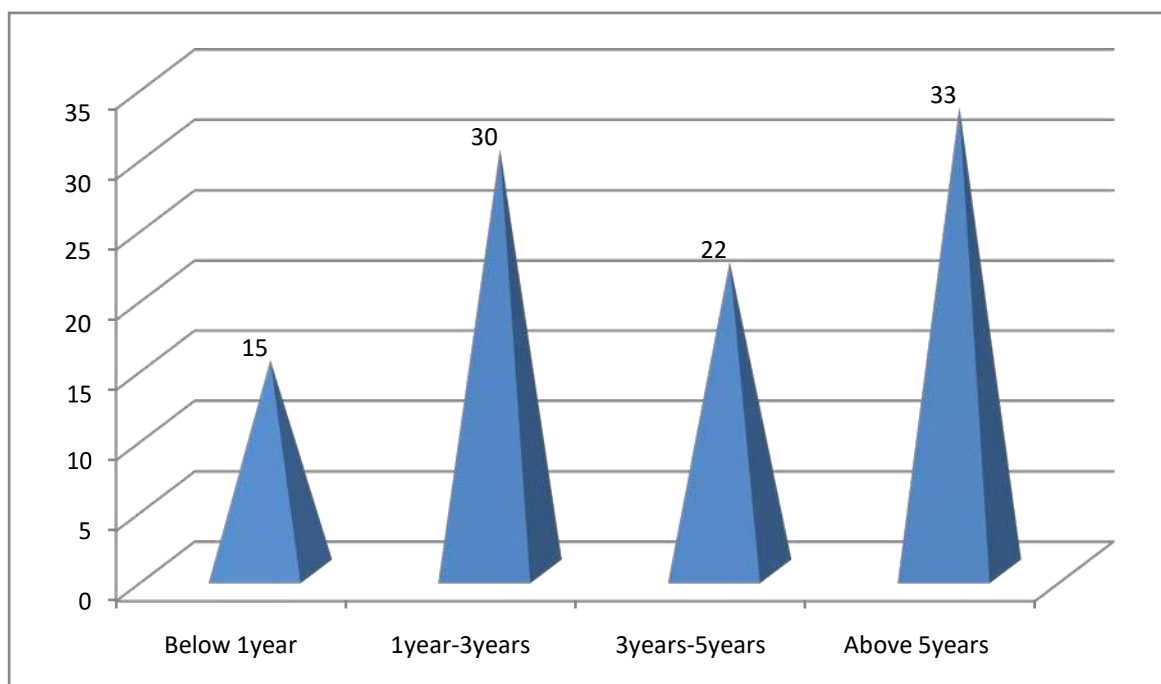


CHART4.1.3: CHART SHOWING TENURE WISE CLASSIFICATION:

INFERENCE:

The above CHARTS shows that there are 33% of the respondents have an experience of above 5years, 30% respondents have an experience of are 1years-3years, 22% respondents have an experience of 3years-5years, and 15% respondents have an experience of below 1years. Therefore most of the respondents have an experience of above 5years

TABLE 4.1.4: TABLE SHOWING INCOME WISE CLASSIFICATION

Particulars	Number of Respondents	Percentage %
<5000	19	18
<10000	32	28
< 20000	59	54
Total	110	100

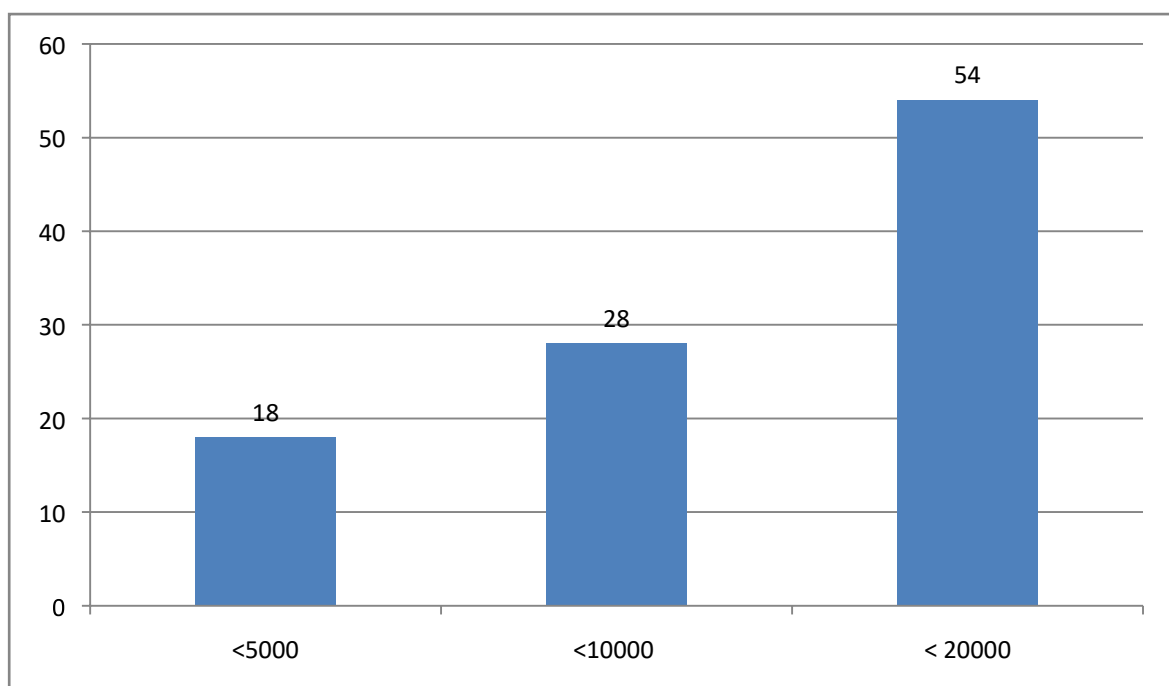


CHART4.1.4: CHARTSHOWING INCOME WISE CLASSIFICATION:

INFERENCE:

The above CHARTS shows that there are 54% of the respondent's income level less than 20000, 28% of the respondent's income level less than 10000 and 18% of the respondent's income level less than 5000. Therefore most of the respondent's income level less than 20000

**TABLE 4.2.1 TABLE SHOWING WHAT YOU THINK ABOUT THE JOB
DESCRIPTION IN THIS ORGANIZATION**

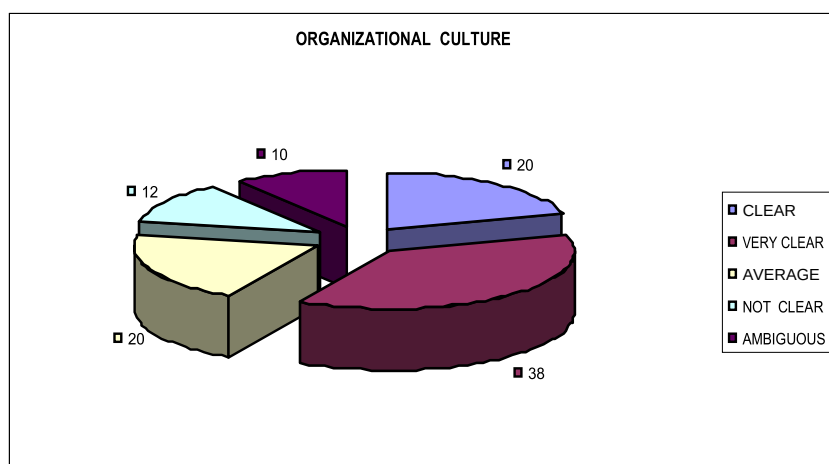
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Very Clear	22	20
clear	42	38
Average	22	20
Not clear	13	12
Ambiguous	11	10
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE shows regarding Job Description that, 20 percent of the respondents are Clear, 38 percent are Very Clear, 20 percent of the respondents are Average.

**CHART 4.2.1 CHART SHOWING ABOUT THE JOB DESCRIPTION IN THIS
ORGANIZATION**



**TABLE 4.2.2 TABLE SHOWING THE GROWTH OPPORTUNITIES IN
ORGANIZATION**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Very Good	24	22
Good	31	28
Average	29	26
Poor	15	14
Very poor	11	10
TOTAL	110	100

Source: Primary data

Inference:

The above TABLE shows regarding growth opportunities in organization that, 20 percent of the respondents are good, 28 percent are Very Good, 26 percent of the respondents are Average.

**CHART 4.2.2 CHART SHOWING THE GROWTH OPPORTUNITIES IN
ORGANIZATION**

**TABLE 4.2.3 TABLE SHOWING HOW IS ORGANIZATIONAL CULTURE IN
YOUR ORGANIZATION**

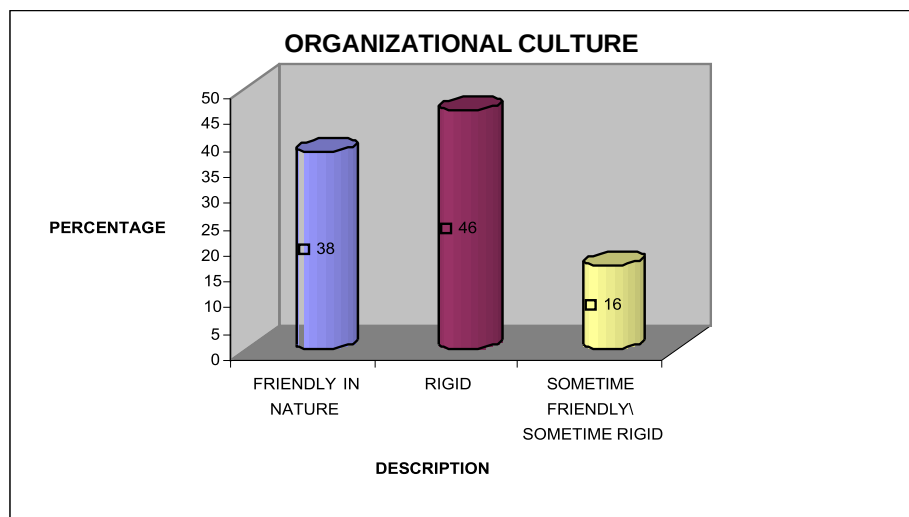
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Friendly in nature	42	38
Rigid	51	46
Sometime friendly/Sometime rigid	17	16
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE shows regarding how is organizational culture in organization that, 38 percent of the respondents are Friendly in Nature, 46 percent are Rigid, 12 percent of the respondents are Sometime Friendly\ Sometime Rigid.

**CHART 4.2.3 CHART SHOWING HOW IS ORGANIZATIONAL CULTURE IN
YOUR ORGANIZATION**



(SOURCE: CHARTS 4.2.3)

**TABLE 4.2.4 TABLE SHOWING ORGANIZATIONAL CULTURE IMPROVES
THEEMPLOYEE ENGAGEMENT**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	38	34
agree	32	30
Neutral	22	20
Dis agree	9	8
Strongly disagree	9	8
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding organizational culture improves the employee engagement that, 34 percent of the respondents are Agree, 30 percent are Strongly Agree, and20 percent of the respondents are Neutral.

CHART 4.2.4 CHART SHOWING ORGANIZATIONAL CULTURE IMPROVES

THE EMPLOYEE ENGAGEMENT

(SOURCE: CHARTS 4.2.4)

**TABLE 4.2.5 TABLE SHOWING IN RECENT PAST YEAR THERE SEEMS
IMPROVEMENT IN THE ORGANIZATION**

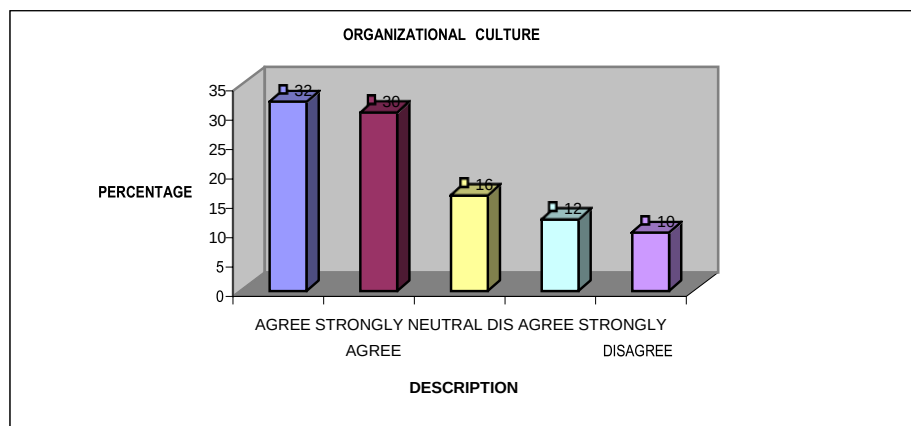
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	35	32
Agree	33	30
Neutral	18	16
Dis agree	13	12
Strongly disagree	11	10
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding improvement in the organization that, 32 percent of the respondents are Agree, 28 percent are Strongly Agree, and 14 percent of the respondents are Neutral.

CHART 4.2.5 CHART SHOWING IN RECENT PAST YEAR THERE SEEMS



IMPROVEMENT IN THE ORGANIZATION

(SOURCE: CHARTS 4.2.5)

**TABLE 4.2.6 TABLE SHOWING DO YOU APPRAISED BY YOUR
PERFORMANCE IN ORGANIZATION**

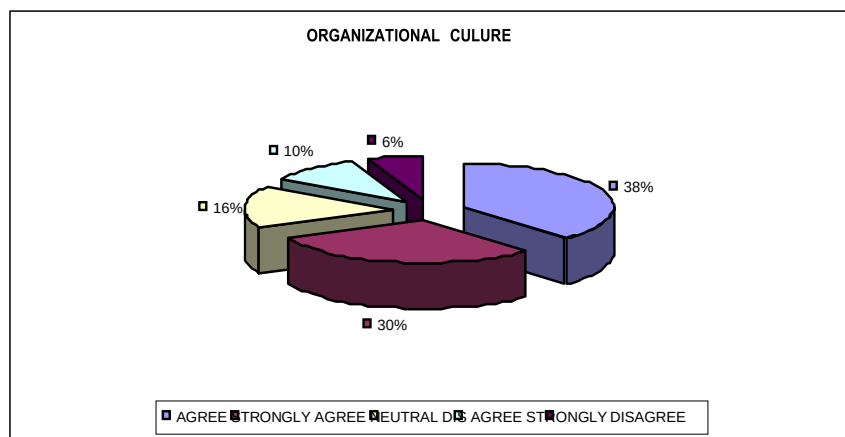
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	42	38
Agree	33	30
Neutral	17	16
Dis agree	11	10
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Appraised by Your Performance in Organization that, 38 percent of the respondents are Agree, 30 percent are Strongly Agree and 16 percent of the respondents are Neutral.

**CHART 4.2.6 CHART SHOWING DO YOU APPRAISED BY YOUR
PERFORMANCE IN ORGANIZATION**



(SOURCE: CHARTS 4.2.6)

**TABLE 4.2.7 TABLE SHOWING DOES YOUR ORGANIZATION PROVIDES
JOB ROTATION**

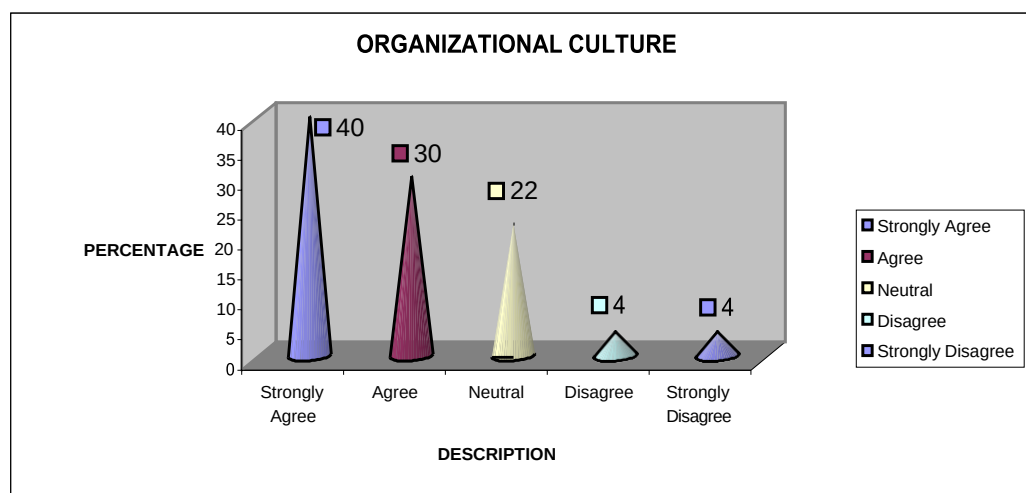
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	44	40
Agree	33	30
Neutral	25	22
Dis agree	4	4
Strongly disagree	4	4
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Provides Job Rotation that, 40 percent of the respondents are Agree, 30 percent are Strongly Agree, and 22 percent of the respondents are Neutral.

**CHARTS 4.2.7 CHART SHOWING DOES YOUR ORGANIZATION PROVIDES
JOB ROTATION**



(SOURCE: CHARTS 4.2.7)

**TABLE 4.2.8TABLE SHOWING DO YOU FEEL FREE TO COMMUNICATEWITH
YOUR SUPERIORS**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	42	38
Agree	31	28
Neutral	9	8
Dis agree	15	14
Strongly disagree	13	12
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Communicate with Your Superiors that, 38 percent of the respondents are Agree, 28 percent are Strongly Agree and 8 percent of the respondents are Neutral.

**CHART 4.2.8CHART SHOWING DO YOU FEEL FREE TO COMMUNICATE
WITH YOUR SUPERIOURS**

(SOURCE: CHARTS 4.2.8)

**TABLE 4.2.9 TABLE SHOWING WHETHER YOUR ORGANIZATION
MOTIVATES YOU TOWARDS WORK**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	38	34
Agree	35	32
Neutral	24	22
Dis agree	9	8
Strongly disagree	4	4
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Motivates You towards Work that, 34 percent of the respondents are Agree, 32 percent are Strongly Agree and 22 percent of the respondents are Neutral.

**CHART 4.2.9 CHART SHOWING WHETHER YOUR ORGANIZATION
MOTIVATES YOU TOWARDS WORK**

(SOURCE: CHARTS 4.2.9)

TABLE 4.2.10 TABLE SHOWING THE ORGANIZATION PROVIDES A PROPER TRAINING

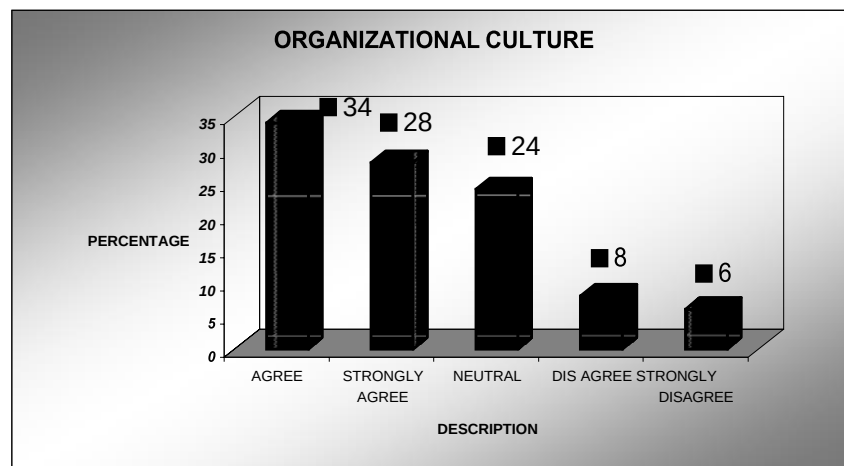
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	37	34
Agree	31	28
Neutral	26	24
Dis agree	9	8
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Proper Training that, 34 percent of the respondents are Agree, 28 percent are Strongly Agree and 24 percent of the respondents are Neutral.

CHART 4.2.10 CHART SHOWING THE ORGANIZATION PROVIDES A PROPER



TRAINING

(SOURCE: CHARTS 4.2.10)

TABLE 4.2.11 TABLE SHOWING YOU SATISFIED WITH YOUR CURRENT JOB

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	42	38
Agree	39	36
Neutral	13	12
Dis agree	9	8
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding With Your Current Job that, 38 percent of the respondents are Agree, 36 percent are Strongly Agree and 12 percent of the respondents are Neutral.

**CHART 4.2.11 CHART SHOWING YOU SATISFIED WITH YOUR CURRENT
JOB**

(SOURCE: CHARTS 4.2.11)

TABLE 4.2.12 TABLE SHOWING YOUR WORKING ENVIRONMENT IS PLEASANT

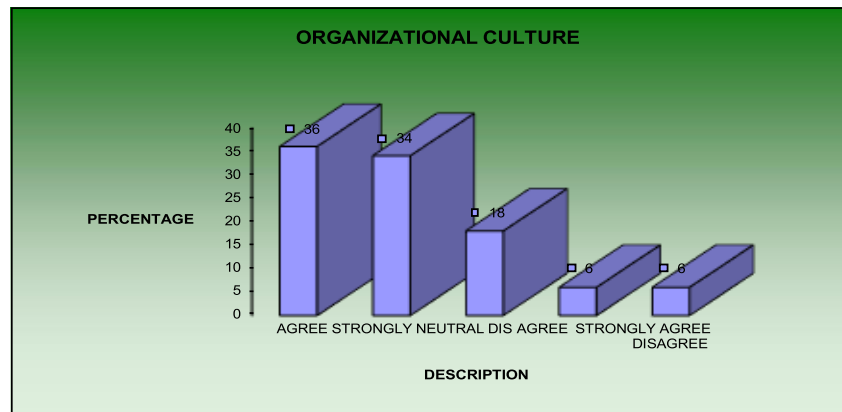
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	40	36
Agree	37	34
Neutral	20	18
Dis agree	6	6
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Working Environment Is Pleasant that, 36 percent of the respondents are Agree, 34 percent are Strongly Agree and 18 percent of the respondents are Neutral.

CHART 4.2.12 CHART SHOWING YOUR WORKING ENVIRONMENT IS PLEASANT



(SOURCE: CHARTS 4.2.12)

**TABLE 4.2.13 TABLE SHOWING PEOPLE IN THIS ORGANIZATION ARE
VERY HELPFUL**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	38	34
Agree	33	30
Neutral	24	22
Dis agree	8	8
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Organization Are Very Helpful that, 34 percent of the respondents are Agree, 30 percent are Strongly Agree and 22 percent of the respondents are Neutral.

**CHART 4.2.13 CHART SHOWING PEOPLE IN THIS ORGANIZATION ARE
VERY HELPFUL**

(SOURCE: CHARTS 4.2.13)

**TABLE 4.2.14 TABLE SHOWING YOU ARE HAPPY WITH LEADERSHIP IN
YOUR ORGANIZATION**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	37	34
Agree	29	26
Neutral	24	22
Dis agree	11	10
Strongly disagree	9	8
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Leadership in Your Organization that, 34 percent of the respondents are Agree, 26 percent are Strongly Agree and 22 percent of the respondents are Neutral.

**CHART 4.2.14CHART SHOWING YOU ARE HAPPY WITH LEADERSHIP YOUR
ORGANIZATION**

(SOURCE: CHARTS 4.2.14)

**TABLE 4.2.15 TABLE SHOWING DO YOU SATISFIED TO MAKE
DECISIONS REGARDING YOUR JOB**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	38	34
Agree	26	24
Neutral	17	16
Dis agree	18	16
Strongly disagree	11	10
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Make Decisions Regarding Your Job that, 34 percent of the respondents are Agree, 24 percent are Strongly Agree and 16 percent of the respondents are Neutral.

**CHART 4.2.15CHART SHOWING DO YOU SATISFIED TO MAKE DECISIONS
REGARDING YOUR JOB**

(SOURCE: CHARTS 4.2.15)

**TABLE 4.2.16TABLE SHOWING MY SKILLS AND ABILITIES ARE
EFFECTIVELY UTILIZED BY COMPANY**

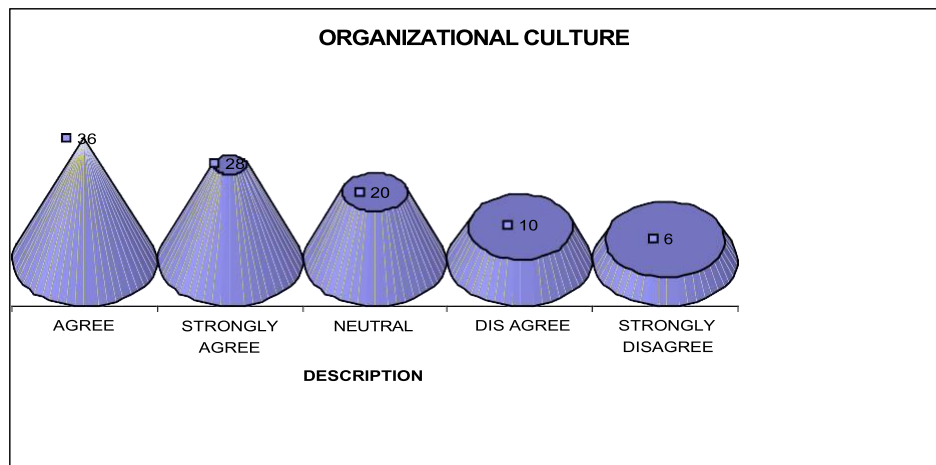
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	40	36
Agree	31	28
Neutral	22	20
Dis agree	11	10
Strongly disagree	6	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Skills and Abilities Are Effectively Utilized that, 36 percent of the respondents are Agree, 28 percent are Strongly Agree and 20 percent of the respondents are Neutral.

**CHART 4.2.16CHART SHOWING MY SKILLS AND ABILITIES ARE
EFFECTIVELY UTILIZED BY COMPANY**



(SOURCE: CHARTS 4.2.16)

**TABLE 4.2.17 TABLE SHOWING GROUP BEHAVIOR OF EMPLOYEES IS
DIRECTED BY THE ORGANIZATIONAL CULTURE**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	49	44
Agree	24	22
Neutral	15	14
Dis agree	13	12
Strongly disagree	9	8
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Group behavior of employees is directed by the organizational culture that, 44 percent of the respondents Agree, 22 percent are Strongly Agree and 14 percent of the respondents Neutral.

**CHART 4.2.17CHART SHOWING GROUP BEHAVIOR OF EMPLOYEES IS
DIRECTED BY THE ORGANIZATIONAL CULTURE**

(SOURCE: CHARTS 4.2.17)

TABLE 4.2.18TABLE SHOWING DOES YOUR SUPERIOR APPRECIATE YOU
FOR PERFORMANCE

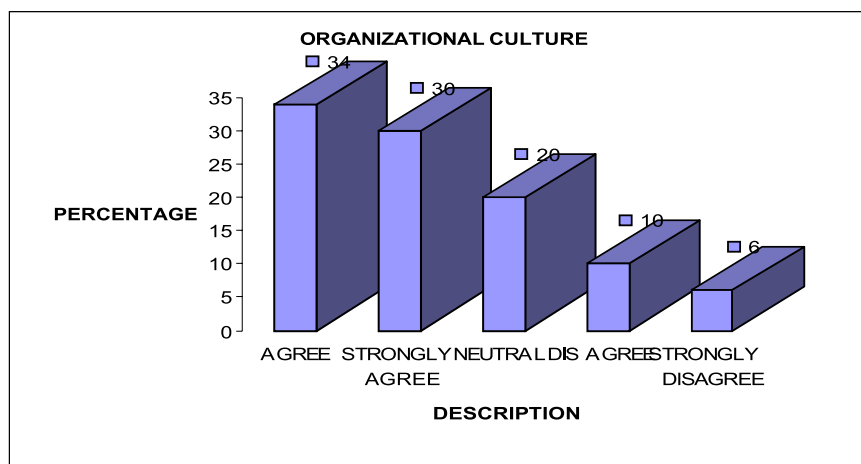
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	37	34
Agree	33	30
Neutral	22	20
Dis agree	11	10
Strongly disagree	7	6
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Superior Appreciate You for Performance that, 34 percent of the respondents are Agree, 30 percent are Strongly Agree and 20 percent of the respondents are Neutral.

CHART 4.2.18CHART SHOWING DOES YOUR SUPERIOR APPRECIATE YOU
FOR PERFORMANCE



(SOURCE: CHARTS 4.2.18)

TABLE 4.2.19 TABLE SHOWING “ORGANIZATIONAL CULTURE AFFECTS THEEMPLOYEE BEHAVIOUR”- HOW DO YOU AGREE

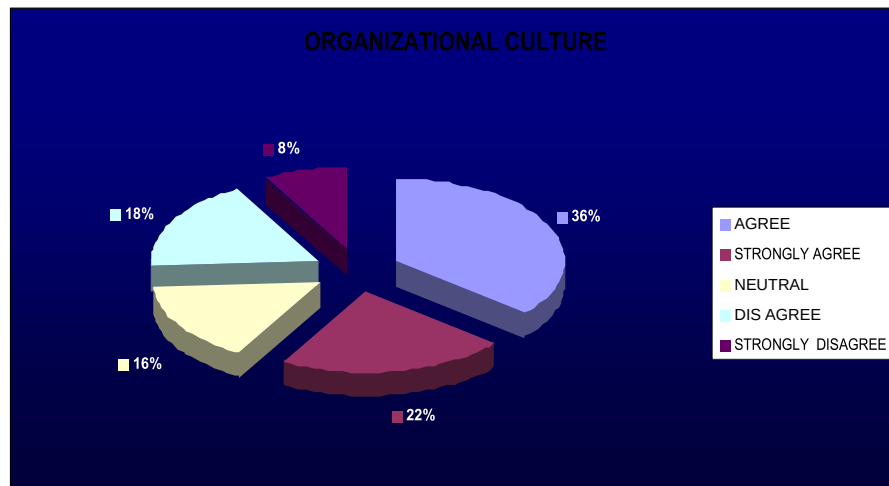
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	40	36
Agree	24	22
Neutral	18	16
Dis agree	19	18
Strongly disagree	9	8
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Organizational Culture Affects the Employee behavior that, 36 percent of the respondents are Agree, 22 percent are Strongly Agree and 16 percent of the respondents are Neutral.

TABLE 4.2.19 TABLE SHOWING “ORGANIZATIONAL CULTURE AFFECTS THEEMPLOYEE BEHAVIOUR”- HOW DO YOU AGREE



(SOURCE: CHARTS 4.2.19)

TABLE 4.2.20 TABLE SHOWING “ORGANIZATIONAL CREATE GOOD TEAM PARTICIPATION WHICH BRINGS HIGH PRODUCTIVITY”.

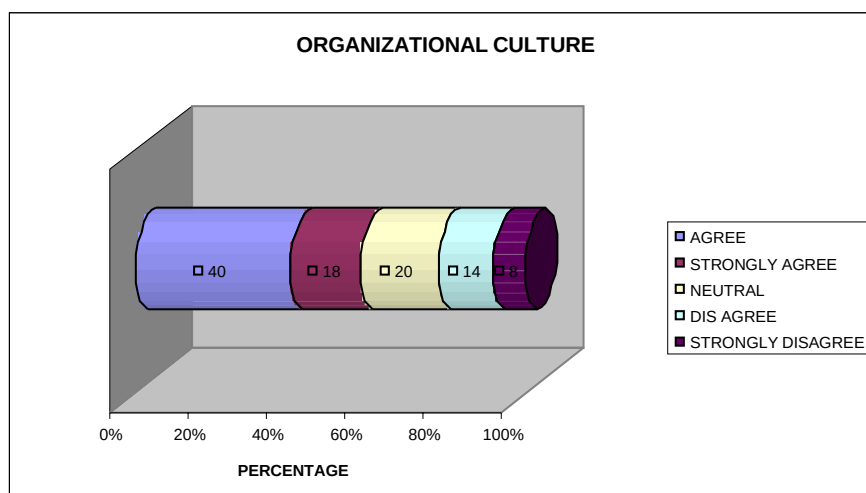
DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	44	40
Agree	20	18
Neutral	22	20
Dis agree	15	14
Strongly disagree	9	8
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Organizational Create Good Team Participation that, 40 percent of the respondents are Agree, 18 percent are Strongly Agree and 20 percent of the respondents are Neutral.

TABLE 4.2.20 TABLE SHOWING “ORGANIZATIONAL CREATE GOOD TEAM PARTICIPATION WHICH BRINGS HIGH PRODUCTIVITY”.



(SOURCE: CHARTS 4.2.20)

**TABLE 4.2.21TABLE SHOWING DO YOU THINK EMPLOYEE TURNOVER IS
HIGH IN THE ORGANIZATION**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	40	36
Agree	33	30
Neutral	18	16
Dis agree	8	8
Strongly disagree	11	10
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Employee Turnover Is High in the Organization that, 36 percent of the respondents are Agree, 30 percent are Strongly Agree and 16 percent of the respondents are Neutral.

**TABLE 4.2.21TABLE SHOWING DO YOU THINK EMPLOYEE TURNOVER IS
HIGH IN THE ORGANIZATION**

(SOURCE: CHARTS 4.2.21)

**TABLE 4.2.22 TABLE SHOWING DOES YOUR ORGANIZATION RECOGNIZE
YOUR ACHIEVEMENT**

DESCRIPTION	RESPONDENTS	PERCENTAGE %
Strongly Agree	46	42
Agree	33	30
Neutral	9	8
Dis agree	11	10
Strongly disagree	11	10
TOTAL	110	100

Inference: The above TABLE show regarding Organization Recognize Your achievement that, 42 percent of the respondents are Agree, 30 percent are Strongly Agree and 8percent of the respondents are Neutral.

TABLE 4.2.23 TABLE SHOWING DO YOU HAVE CLEAR IDEA ABOUT THE COMPANY GOAL

DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE %
Yes	68	62
No	42	38
TOTAL	110	100

(SOURCE: QUESTIONNAIRE)

Inference:

The above TABLE show regarding Clear Idea about the Company Goal that, 62 percent of the respondents are Yes and 38 percent of the respondents are No.

TABLE 4.2.23 TABLE SHOWING DO YOU HAVE CLEAR IDEA ABOUT THE COMPANY GOAL



(SOURCE: CHARTS 4.2.23)

STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between table showing does your organization provides job rotation and table showing whether your organization motivates you towards work.

Alternate hypothesis (H1):

There is relationship between table showing does your organization provides job rotation and table showing whether your organization motivates you towards work.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TABLE SHOWING DOES YOUR ORGANIZATION PROVIDES JOB ROTATION * TABLE SHOWING WHETHER YOUR ORGANIZATION MOTIVATES YOU TOWARDS WORK	110	100.0%	0	0.0%	110	100.0%

**TABLE SHOWING DOES YOUR ORGANIZATION PROVIDES JOB ROTATION
* TABLE SHOWING WHETHER YOUR ORGANIZATION MOTIVATES YOU
TOWARDS WORK CROSSTABULATION**

		TABLE SHOWING WHETHER YOUR ORGANIZATION MOTIVATES YOU TOWARDS WORK					Total
		Agree	Strongly agree	Neutral	Disagree	Strongly disagree	
TABLE SHOWING WHETHER YOUR ORGANIZATION PROVIDES JOB ROTATION	Count	37	7	0	0	0	44
	% within TABLE SHOWING WHETHER YOUR ORGANIZATION PROVIDES JOB ROTATION	85.0%	15.0%	0.0%	0.0%	0.0%	100.0%
	Agree						
	% within TABLE SHOWING WHETHER YOUR ORGANIZATION PROVIDES JOB ROTATION	100.0%	18.8%	0.0%	0.0%	0.0%	40.0%
	% of Total	34.0%	6.0%	0.0%	0.0%	0.0%	40.0%
	Count	0	29	4	0	0	33
	% within TABLE SHOWING WHETHER YOUR ORGANIZATION PROVIDES JOB ROTATION						
	Strongly agree						
	DOES YOUR ORGANIZATION PROVIDES JOB ROTATION	0.0%	86.7%	13.3%	0.0%	0.0%	100.0%
	ION						

	% within TABLE SHOWING WHETHER YOUR ORGANIZAT ION MOTIVATES YOU TOWARDS WORK	0.0%	81.2%	18.2%	0.0%	0.0%	30.0 %
	% of Total	0.0%	26.0%	4.0%	0.0%	0.0%	30.0 %
	Count	0	0	20	4	0	24
	% within TABLE SHOWING DOES YOUR ORGANIZAT ION PROVIDES JOB ROTATION	0.0%	0.0%	81.8%	18.2%	0.0%	100. 0%
Neutral							

		% within						
		TABLE						
		SHOWING						
		WHETHER						
		YOUR						
		ORGANIZAT	0.0%	0.0%	81.8%	50.0%	0.0%	22.0
		ION						%
		MOTIVATES						
		YOU						
		TOWARDS						
		WORK						
		% of Total	0.0%	0.0%	18.0%	4.0%	0.0%	22.0
		Count	0	0	0	5	0	5
		% within						
		TABLE						
		SHOWING						
		DOES YOUR						
		ORGANIZAT	0.0%	0.0%	0.0%	100.0%	0.0%	100.
		ION						0%
		PROVIDES						
		JOB						
		ROTATION						

Strongly disagree	% within TABLE SHOWING WHETHER YOUR ORGANIZATION MOTIVATES YOU TOWARDS WORK	0.0%	0.0%	0.0%	50.0%	0.0%	4.0%
	% of Total	0.0%	0.0%	0.0%	4.0%	0.0%	4.0%
	Count	0	0	0	0	4	4
	% within TABLE SHOWING DOES YOUR ORGANIZATION PROVIDES JOB ROTATION	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	% within TABLE SHOWING WHETHER YOUR ORGANIZATION MOTIVATES YOU TOWARDS WORK	0.0%	0.0%	0.0%	0.0%	100.0%	4.0%

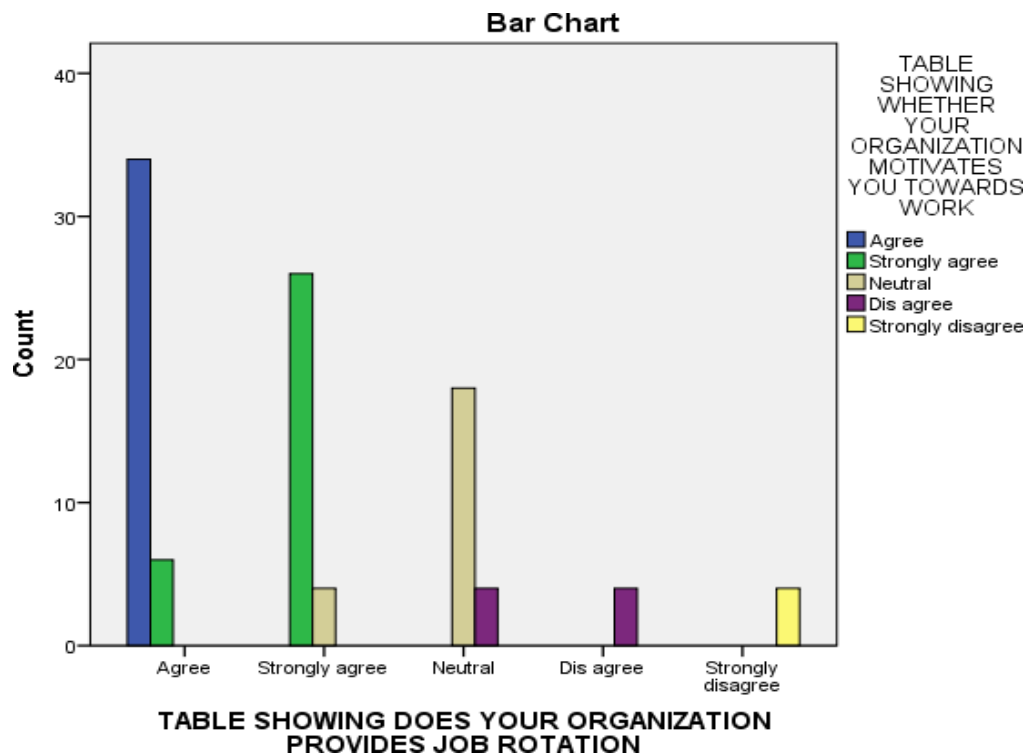
	0.0%	0.0%	0.0%	0.0%	4.0%	4.0%
Total	38	35	24	9	4	110
		32.0%	22.0%	8.0%	4.0%	100.0%
	34.0%					

[illegible]

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	286.686 ^a	16	.000
Likelihood Ratio	200.828	16	.000
Linear-by-Linear Association	89.222	1	.000
N of Valid Cases	110		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .16.



Degree of Freedom= $(r-1) * (c-1)$

= $4 * 4 = 16$

Calculated value = 286.686 Tabulated value = 26.296 $Z = Z_{cal} > Z_{tab}$

$Z = 286.686 > 26.296$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing does your organization provide job rotation and table showing whether your organization motivates you towards work.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between table showing do you have clear idea about the company goal and table showing you are happy with leadership in your organization.

Alternate hypothesis (H1):

There is no significance difference between table showing do you have clear idea about the company goal and table showing you are happy with leadership in your organization.

Descriptives

TABLE SHOWING DO YOU HAVE CLEAR IDEA ABOUT THE COMPANY GOAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Agree	37	1.00	.000	.000	1.00	1.00	1	1
Strongly agree	29	1.00	.000	.000	1.00	1.00	1	1
Neutral	24	1.91	.294	.063	1.78	2.04	1	2
Dis agree	11	2.00	.000	.000	2.00	2.00	2	2
Strongly disagree	9	2.00	.000	.000	2.00	2.00	2	2
Total	110	1.38	.488	.049	1.28	1.48	1	2

Test of Homogeneity of Variances

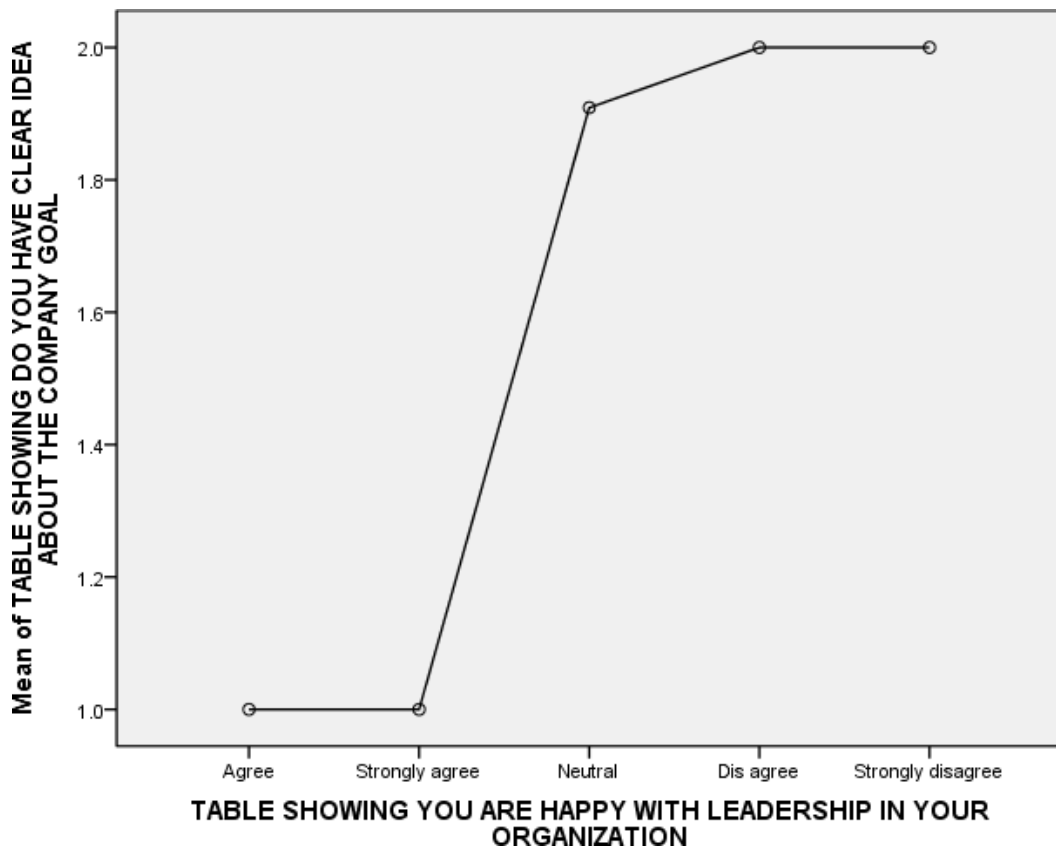
TABLE SHOWING DO YOU HAVE CLEAR IDEA ABOUT THE COMPANY GOAL

Levene Statistic	df1	df2	Sig.
9.148	4	95	.000

ANOVA

TABLE SHOWING DO YOU HAVE CLEAR IDEA ABOUT THE COMPANY GOAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.742	4	5.435	284.003	.000
Within Groups	1.818	95	.019		
Total	23.560	99			



Tabulated value = 2.47 Calculated value= 284.003

$F = F_{cal} > F_{tab}$

$F = 284.003 > 2.47$

Hence, the alternative hypothesis [H1] is accepted.

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing do you have clear idea about the company goal and table showing you are happy with leadership in your organization.

5.1 FINDINGS

- The report says that Most of 58% of the respondents are female.
- Out of the sample 33% of the respondents have an experience of above 5years.
- Almost 54% of the respondent's income level less than 20000.
- Out of the sample only 20 percent of the respondents clear, regarding JobDescription.
- Only 28 percent feel very good regarding growth opportunities in organization.
- Only 34 percent of the respondents feel the organizational culture in organization is friendly in nature.
- Almost 34 percent of the respondents agree that organizational culture improves the employee engagement.
- Almost of 38 percent of the respondents agree that they are appraised by their performance in Organization.
- The opinion of 40 percent of the respondents agree that their organization provides Job Rotation.
- Only 38 percent of the respondents agree that they communicate with their superiors are identified.
- Out of the sample only 34 percent of the respondents agree that their job motivates them towards Work.
- Almost of 34 percent of the respondents agree that they get proper training
- Almost 38 percent of the respondents agree that they are satisfied with their current job.
- The opinion of 36 percent of the respondents agree that people in the organization are very helpful.
- Only 34 percent of the respondents agree that they have good leadership in their Organization.

- Out of the sample 34 percent of the respondents agree that they make decisions regarding their job.
- Almost of 36 percent of the respondents agree that skills and abilities are effectively utilized.
- Most of the 44 percent of the respondents agree that group behavior of employees is directed by the organizational culture.
- Only 34 percent of the respondents agree that superiors appreciate their Performance.
- Almost 36 percent of the respondents agree that organizational culture affects the employee behavior.
- The Most of 40 percent of the respondents agree that organizational create good team participation.
- Only 36 percent of the respondents agree that employee turnover is high in the Organization.
- Out of the sample 42 percent of the respondents agree that organization recognize their achievement.
- Majority of 62 percent of the respondents have clear idea about the company goal.

5.2 LIMITATIONS OF THE STUDY

1. The period of study is very limited to go through all the components of this topic.
2. Sample size taken is not enough.
3. The response given by the respondent is biased one.
4. Most of the employees are not educated well.
5. Many employees are not ready to answer the survey.
6. Most of the employees are not satisfied regarding the benefits provided to them in the organization.

5.3 SUGGESTIONS

- As employee behavior is directed by the organizational culture, Ellipso Logistics can improvise the organizational culture on par with the latest trends.
- Management has taken more steps to develop the senior manager and workerscommunication to be effectively.
- Management has take more efforts to encouraged to develop the skills motivate themto do the work more efficiently and effectively.
- Management has to get the opinion given more opportunity before they are taking decision regarding the changes made in the organization. It made the employeescloser to the organization.
- The organization can reduce the conflict between the co-workers. By having goodcommunication and influencing trust.
- The employees dissatisfied with training and development, stress relief programmers, cultural and sports and sports activities and grievance redressal system followed in the organization.

5.4 CONCLUSION

As stated earlier, an organization's culture is the shared perception that organizational members have about its characteristics. From the responses it can be seen that there is a high degree of agreement on how the various aspects of the organization are perceived and its impact on the employee behavior. Perhaps the most important is the agreement that there have been several improvements in the organization in the recent past.

The emphasis has been on improved receptivity to feedback, more openness of communication, introduction of new methodologies of work, better clarity of roles and jobs, as well as adequacy and appropriateness of training. To a lesser degree, the respondents also agree that they have more freedom in their work, that the organization has become less bureaucratic and more flexible, and that the work environment is pleasant.

The culture has been described by the organizational members as being collaborative, with the groups at the Block level being perceived as teams which are cohesive. The respondents have also indicated satisfaction with the leadership, as well as trust in the management. It can be concluded that organizational culture has a major impact on the behavior of the employees.

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ANNEXURE QUESTIONNAIRE

1. NAME
2. AGE
 - 20-25
 - 25-30
 - 30-35
 - 35-40
 - 40-45
3. GENDER
 - MALE
 - FEMALE
4. MARITAL STATUS
 - MARRIED
 - UNMARRIED
5. ANNUAL INCOME
 - 0-2 LAKHS
 - 2-3 LAKHS
 - 3-4 LAKHS
 - 4-5 LAKHS
 - 5-6 LAKHS
6. What you think about the job description in this organization
 - ☐ Very clear ☐ Clear ☐ Average ☐ Not clear ☐ Ambiguous
7. The growth opportunities in organization are
 - ☐ Very good ☐ Good ☐ Average ☐ Poor ☐ Very poor
8. How is organizational culture in your organization?
 - ☐ Friendly in nature ☐ Rigid ☐ Sometime friendly / sometime rigid
9. Organizational culture improves the employee engagement
 - ☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree
10. In recent past year there seems improvement in the organization
 - ☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree
11. Do you appraised by your performance in organization
 - ☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

12. Does your organization provides job rotation

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

13. Do you feel free to communicate with your superiors?

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

14. Whether your organization motivates you towards work

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

15. The organization provide a proper training

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

16. Are you satisfied with your current job?

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

17. Your working environment is pleasant

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

18. People in this organization are very helpful

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

19. You are happy with leadership in your organization

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree

20. Do you satisfied to make decisions regarding your job

☐ Agree ☐ Strongly Agree ☐ Neutral ☐ disagree ☐ Strongly disagree