An Analytical Study on the Association between Organization Culture and Sustainability of an Organization: A Behavioural Study of Employees

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ABSTRACT

The set of guiding ideas, norms, and customs that determine how individuals on a team conduct their work is referred to as the organisational culture. The principles of sustainability can be incorporated into the culture of any organisation, resulting in the formation of sustainability cultures. Some types of businesses are better at utilising sustainable business practises than others. The culture of a corporation may have an effect on the efforts it makes toward sustainability. The purpose of this study is to establish what aspects of organisational culture contribute to its long-term viability. This study investigates the connection between a company's culture and its ability to remain environmentally responsible. This study investigates the relationship between organisational culture and the viability of businesses using descriptive studies. The correlation method was utilised throughout the study to investigate the relationship between organisation culture and long-term viability. The survey was used to acquire the primary topic information. The investigation looked at 141 different participants. Culture within an organisation and environmental responsibility were related. The findings pointed to a connection between culture and ecological sustainability.

Keywords: Organizational culture, Leadership, sustainability, employee's empowerment.

INTRODUCTION

Organisational culture is the philosophies, presumptions, values, and social standards that define a person's psychological and social surroundings. (2018) Adams-Martin-Boom Organizational culture changes as a corporation combines its values and vision to attain its cultural goals. Organization culture is expressed in unique ways, foundations, connections, and future expectations. It includes a company's goals, achievements, ethos, and behaviour rules. Culture is based on genuine shared feelings, ideas, traditions, and legal and informal norms. Organizational sustainability aims to equip firms to prosper in the 21st-century global economy. Environmental responsibility includes having the management, competence, global knowledge, and evolving management strategies to address corporate challenges. Elg, Hultman, & Welinder(2020). Technical solutions, corporate sustainability reports, and staff performance evaluations include sustainability indicators. Changes in employee attitudes and ideas promote sustainability (Allahar, 2018). Implementing business sustainability principles demands shifting attitudes about human and ecological interdependence. Others see leadership relationally or behaviorally. Wahjoedi, Harjanti, & Kesumawatie (2020) see leadership as a characteristic. Leadership is studied qualitatively and quantitatively in small groups, therapy groups, and major enterprises. Taken together, the results of leadership research in each of these subfields explain and apply a wide variety of unique leader behaviours and show a process that is much more intricate and comprehensive than the

fundamental vision presented in one of the most successful outstanding books on lead. Economic growth, environmental balance, and social responsibility are goals. Sustainable creation solves long-term human requirements. Ecology and humanity are considered capital (Ameen, Ahmed & Abd Hafez, 2018). The figure 1 below illustrates the relationship between corporate culture and sustainable performance.
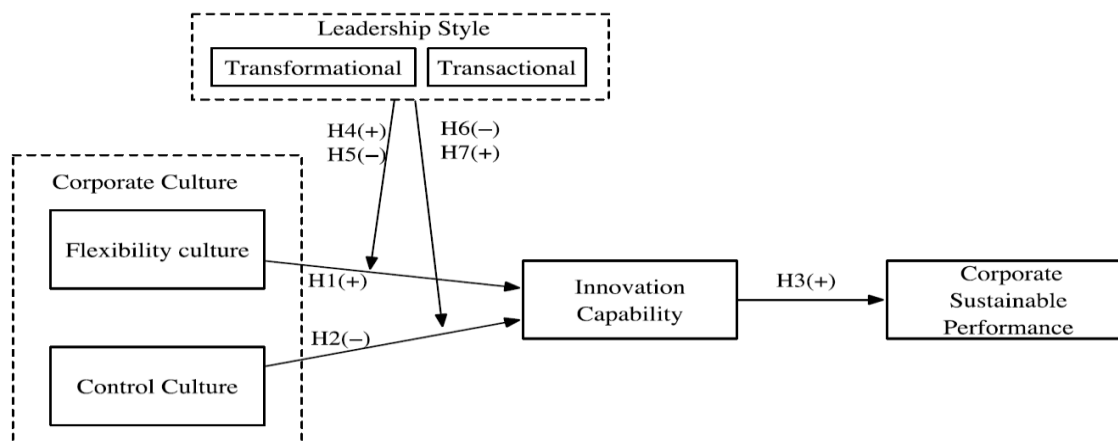

Figure 1: Relationship between corporate culture and sustainable performance Ameen, Ahmed & Abd Hafez, 2018

The seven steps for creating organizational culture can be illustrated by using figure 2.

Figure 2: Steps for creating Organisational Culture

LITERATURE REVIEW

Tang, Park, Agarwal, & Liu (2020) define cultural culture as a person's ideas, beliefs, ethics, social structures, physical artefacts, and conditions that impact their purpose to retain unity while responding to societal influences.

An organization's culture may assist it manage internal risks, according to Ananyin et al. Academics say company culture includes all these variables. A company's culture may promote its internal and external survival by giving workers a feeling of belonging, relaxing their anxieties, and delivering constructive feedback.

Mijares Gonzalez (2018) said the agency's pioneers are building a new attitude. Owners may have a big impact on the company's culture since they can offer guidance early on (Tang, Park, Agarwal & Liu, 2017). (2020). First corporate strategy and direction were mostly based on the founders' operational assumptions, gleaned from their personal expertise and geographical knowledge. Creators may force their culture on partnerships and employees Shakya and et al. (2021). Steve Jobs' experiences and thoughts helped develop a productive organisational culture at Apple Inc. Apple's culture helped realise the author's goal. Apple Inc. is a perfect example of how the president's conduct and assumptions affect the organisation, according to Interoperability Gonzalez (2018).

An approach to corporate sustainability may enable a firm to fulfil its present clients' requirements without risking its potential to attract new investors (2021). Business sustainability has several elements, he said. Therefore, "on a corporate level, this means that organisations must continuously seek to modify their business concepts if they want to be sustainable" Nazir et al (2018). A sustainable company will have social and environmental objectives. Business sustainability attempts to reconcile economic, environmental, and social issues via socially responsible activity. Ambition conflicts must be resolved to build a long-term business. When this happens, a company's total performance is evaluated based on financial outcomes, environmental impact, and social impact. Environmental Reports Globally, sustainability reporting is used to manage local collaborations. Performance measurement is growing globally, especially in Europe and Hong Kong. Some may suggest that reporting is propaganda until its true worth is determined.

Ammirato (2021) Sustainability requires companies to fulfil incompatible environmental, economic, and social goals at the corporate and societal levels. This pertains to good HR management's paradoxes and inconsistencies. Khalifa (2020) advocates the stakeholder loss model and adverse unintended consequences for long-term HR management. A economic factor is an occurrence that reduces company expenses and increases savings. Range Gonzalez (2018). According to the concept of social costs, expenditures are placed on society's less powerful members, including workers. By reducing incentives, skills, and abilities, companies hurt their workers. Market failures harm employee families and the community. Sustainability HR governance at the administrative level has been recommended to reduce employee harm (Agrawal and Kumar 2021).

The Goals of the study are follows:

1) Evaluate corporate culture and sustainability

2) To assess company culture and sustainability

The Hypothesis followed in this study are as follows:

H1: There is a significance of corporation culture and sustainability within the corporation

H2: There is significant association between organization culture and sustainability of an organization

MATERIAL AND METHODS

The study design used in this study are as follows:

Methodology: Research design is the researcher's framework for methodologies and approaches. This study used descriptive research to achieve its goal. This study design assisted with the inquiry. Descriptive study helps analyse the connection between company culture and sustainability.

Statistics: Data gathering gathers primary and secondary information. Survey, questionnaire, group discussion are primary data collecting methods. Secondary data collecting involves magazines, newspapers, etc. This research utilised primary data to examine the connection between organisational culture and company sustainability. The research examined 141 participants. Members of the company comprehend the organisational glue and strategic priorities.

Data: Data analysis is a key research tool for analysing and assessing obtained data to meet research objectives. Inspecting, cleaning, converting, and modelling the data yields outcomes. Current research employed correlation method to examine organisation culture and sustainability. This research used Spearman's Rho and Pearson's correlation to get reliable findings.

RESULTS AND DISCUSSIONS:

Spearman rho correlation coefficient analyses environmental responsibility and company culture. The company's organisational culture and environmental commitment seem to be linked. For the research, Infosys employees in India were handed questionnaires. Hierarchical cultures have a Spearman correlation of 650, while clan cultures have -.250. Clan cultures are more hierarchical (Mittal and Agrawal 2021). Spearman rho correlation coefficient is used to assess sustainability and organisational culture. The relationship between hierarchical culture and economic continuity is substantial, whereas the link between clan culture and economic continuity seems weak. Spearman's correlation test was used to see whether environmentally friendly business practises are linked to corporate culture. As a result, adhocracy and sustainability are now linked, as are Clan culture and market culture. Table 1 and 2 shows the correlations of variables.

Table 1: Correlations

		Clan culture	Adhocracy Culture	Market culture	Hierarchy Culture	Leadership
Clan Culture	Pearson correlation	1	0.115	0.135	-0.629	-0.039
	Significance (2-tailed)		0.858	0.834	0.260	0.955
	N	141	141	141	141	141
Adhocracy Culture	Pearson correlation	0.115	1	0.997	-0.840	-0.543
	Significance (2-tailed)	0.858		0	0.079	0.349
	N	141	141	141	141	141
Market culture	Pearson correlation	0.135	0.997	1	-0.848	-0.456
	Significance (2-tailed)	0.834	0		0.073	0.444
	N	141	141	141	141	141
Hierarchy Culture	Pearson correlation	-0.39	-0.543	-0.456	0.433	1
	Significance (2-tailed)	0.955	0.349	0.444	0.471	
	N	141	141	141	141	141

Table 2: Spearman rho correlations

		Clan	Adhocracy	Market	Hierarchy	Leadership

		culture	Culture	culture	Culture	
Clan Culture	Pearson correlation	1	0.302	0	-0.802	-0.302
	Significance (2-tailed)		0.626	1	0.106	0.626
	N	141	141	141	141	141
Adhocracy Culture	Pearson correlation	0.302	1	0.702	-0.702	-1
	Significance (2-tailed)	0.626		0.186	0.186	
	N	141	141	141	141	141
Market culture	Pearson correlation	0	0.702	1	-0.202	-0.702
	Significance (2-tailed)	1	0.186		0.749	0.186
	N	141	141	141	141	141
Hierarchy Culture	Pearson correlation	-0.802	-0.702	-0.202	1	0.702
	Significance (2-tailed)	0.106	0.186	0.749		0.186
	N	141	141	141	141	141

CONCLUSION

The essay focuses on sustainable business practises and the culture of corporations. This study looked at many aspects of organisational culture to see what factors contribute to the longevity of a company's traditions. Diverse nations place a priority on the continued survival of a corporation by enhancing its human resources, getting rid of waste, reducing its impact on the environment, and involving its governance structure. This poll also looked into whether or not companies have a culture that is cohesively focused on sustainability. According to differentiation theory, workers tend to have similar attitudes, values, and assumptions. The divergence technique postulates that inside a single organisation, there may be many diverse factions, and that employees may have varying perspectives on how the organisation should go. Organizations that are borderless, flexible, global, and transparent now exist and will continue to do so in the future. A growing amount of work is being done in novel, organised, and managed methods outside of the conventional employment paradigm.

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