



A Comparative Study Of Corporate Culture Between Firozabad Glass Industry And Other Glass Industry On The Basis Of Denison Models' Trait (Mission)

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ABSTRACT

In order to determine corporate culture, this research paper compares Firozabad Glass Industries with other glass industries to learn about employees' and supervisors' opinions and responses to the corporate culture trait mission. This study demonstrates the effectiveness of corporate culture in promoting worker welfare at Firozabad Glass Industries. Employers at Firozabad Glass Industries can learn from the study's results and outcomes what elements affect the workers' and supervisors' working efficiency and if such factors are satisfactory or not. Businesses at Firozabad Glass Industries may be able to alter the "Mission" parameter and implement sensible labor welfare facility policies to this study. According to the study, the corporate culture and "trait mission" of the Firozabad Glass Industry and other glass industries were found to differ significantly.

Keywords:Corporate Culture, Glass Industry, Denison Model and Traits, Mission

INTRODUCTION

Performance in the industrial economy is influenced by corporate culture. When corporate culture and the business environment mesh well, the financial results are optimal. One essential component of successful business operations is a robust corporate culture. Directors and employees work in a happy atmosphere when there is a strong business culture. Innovation, productivity, customer satisfaction, loyalty, and financial performance are all impacted by corporate culture. It cannot alone be perfect, and there is a need for strength and commitment to value and vision. It generates pride in the employees, motivates them, promotes their

behavior, and improves quality. Strong corporate culture is a system that attracts new workers. It requires strength and dedication to values and goals; it cannot be flawless on its own. It makes workers feel proud of themselves, inspires them, encourages positive conduct, and raises standards. An effective corporate culture is a mechanism for drawing in new employees.

Denison Model of Corporate Culture



Figure 1: DENISON MODEL

In 1995, Denison and Mishra explored each parameter's cultural dimensions. The Denison Model base is behavioral. It was designed for the business environment and created for the purpose of business only. The language of this model is business language, and it explores the level of business issues. Bottom line business issues are the central elements of this model. It is easy, fast and applicable to all levels. These traits are adaptability, mission, consistency, and involvement, which correlate with the industry's effectiveness.

To understand corporate culture through the trait mission, we have used the Denison Model, which proves the link between corporate culture and organizational effectiveness. According to the Daniel Denison model, mission is one of the critical traits that define corporate culture in the industry. To do this, a quantitative research strategy was adopted, which focused on the parameters of corporate culture and the three sub-parameters, respectively: strategic decision, goals & objectives, and vision.

Mission

The organization understands customer needs by the degree of Mission & can change in response to changing demands and learns new skills, and techniques to support business success. The culture of adopting the sources of positivity and changing the sources of negativity directly targeted the industry's success in achieving goals. The mature and long-term profit makes employers regularly keep changes in the organization for the welfare of employees, increasing productivity and customer satisfaction, and touching the global level to promote the brand.

OBJECTIVES OF THE STUDY

To examine the corporate culture on the basis of Denison Models' Trait (Mission) inside the Glass Industries and comprehend what credits contribute to these organizations. In this exploration, we look to comprehend the employees' view of the parameters of the mission and comprehend what is functioning admirably and what is not functioning admirably in the Glass Industries sector.

The research paper intends to describe the pattern of comparison between the glass industry of Firozabad and Other cities. The researcher targeted the following objectives:

- To compare the status of corporate culture in the Firozabad Glassware Industry and Other Glass Industries of India on the Parameter Trait (Mission) based on the Denison Model.

RESEARCH METHODOLOGY

Research design: The framework of research design is comparative in nature.

Sample Area: The Firozabad Glass Industry and the Other Glass Industry have been taken as the fields of study.

Sample Size: The employees working as workers and supervisors in the glass industry are the sample for this study.

Sample Technique Used For Collecting Data: Random sampling will be used to collect data for the study.

Data Collection: Primary data was collected through a survey method in which the respondent filled a questionnaire, and secondary data was collected through websites, newspapers, and studies published in journals.

Statistical Tool Used For The Study: This procedure is operated through survey measures, such as mean, percentile, percentage, etc.

LIMITATION OF THE STUDY

There are differences in the personal perspectives of each employee, which may be biased to some extent and affect the accuracy and dependability of the data.

All levels of employees and supervisors are included in this study may be that their family culture and background impacted the approach of answers.

Questionnaire-based on the Denison model Mission Trait of corporate culture

The Questions were asked based on the trait of corporate culture determinates and rated each statement respondents as per their level of satisfaction by using '5 points Likert scale (1: Strongly Dissatisfied, 2: Dissatisfied, 3: Neutral, 4: Satisfied, 5: Strongly Satisfied).

Each statement of the respondents is used for extracting the mean scores, and the mean scores will be used to convert the mean scores into a percentile value to present a more visible picture of the satisfaction level for the content of the particular statement among the respondents. The mean scores and their percentile values were extracted using the following procedure.

Table No.1							Parameter Mission						
Respondents Response as per Strategic Direction													
FGI							OGI						
1	2	3	4	5	Mean	Percentile	1	2	3	4	5	Mean	Percentile
108	41	28	14	9	1.875	37.5	2	5	17	64	112	4.395	87.9
Respondents Response on Goals and Objectives													
1	2	3	4	5	Mean	Percentile	1	2	3	4	5	Mean	Percentile
135	45	20	0	0	1.425	28.5	5	2	0	55	138	4.595	91.9
Respondents Response on the Vision													
1	2	3	4	5	Mean	Percentile	1	2	3	4	5	Mean	Percentile
162	20	15	3	0	1.295	25.9	8	16	22	80	74	3.98	79.6

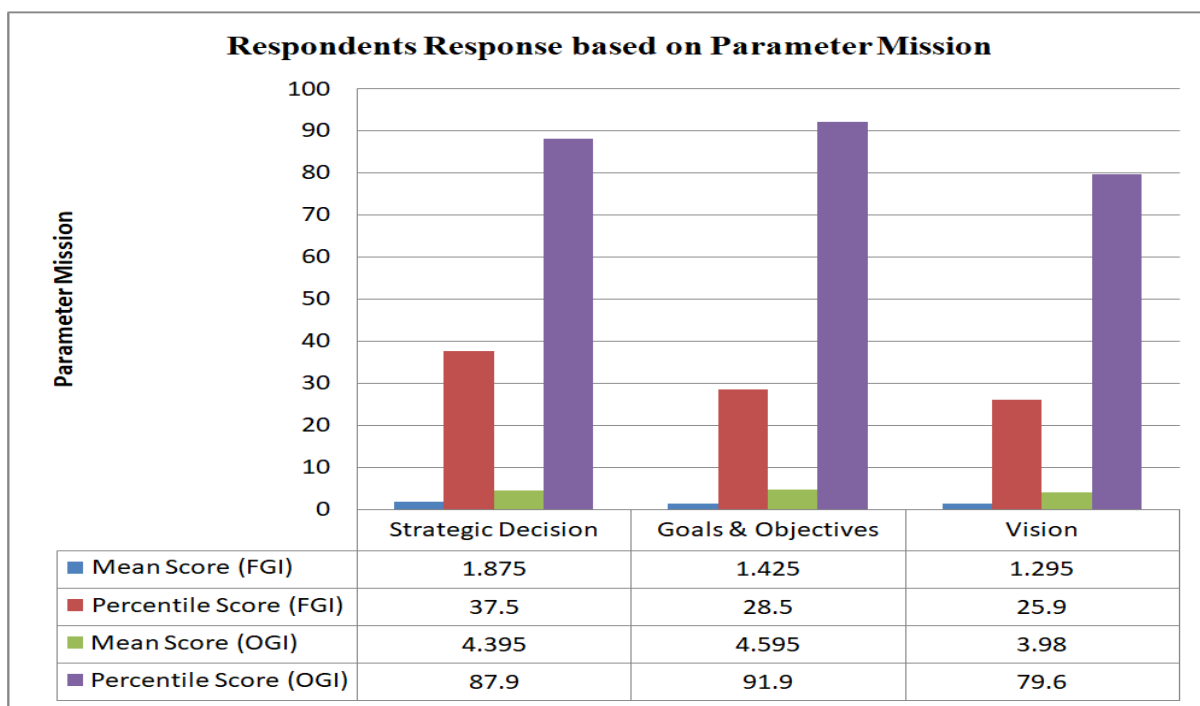


Figure1: Mean Scores And Percentile Scores Responses Related To Mission Trait Of The Corporate Culture

The trait mission's mean score interprets that in FGI, the less mission culture followed by the employer or higher executives of the industry. Firozabad Glass Industry workers' responses reveal that no cooperation was received when they needed assistance. In contrast, in the Other Glass Industry, the company successfully follows a mission culture and cooperates with its workers at their optimum level.

Finding Related To Mission

The study results concluded that the Firozabad Glass Industries secured very low mean and percentile scores because these industries failed to apply the techniques in the right direction to achieve the goal of success in the global market. In Other Glass Industries, the high mean and percentile mean scores reveal that these industries apply the techniques in the right direction to achieve the goal of success in the global market. These industries believe in the organization's learning programs.

The study results concluded that the Firozabad Glass Industries secured a very low mean and percentile score because the industry is so confused regarding their missions and planning to achieve the industrial goals and motivate the workers for better performance. In contrast, the Other Glass Industries' high mean and percentile mean scores reveal that these industries have clear future strategies to achieve the targets and goals of success, and these industries work with the future map of the business.

The study results concluded that the Firozabad Glass Industries secured a very low mean and percentile score because the organizational goals need to verify the team, but in these industries, the in-all team is the singular employer. There is a one-person show in these industries, and no team or hierarchical corporate culture is implied. In contrast, the Other Glass Industries' high mean and percentile mean scores reveal that these industries have a hierarchical corporate culture, and the team fulfills their task per the hierarchical model & clear vision to promote the brands and motivate the employees.

DISCUSSION BASED ON THE TRAIT MISSION

The company's mission unfolds the hidden truth of what it stands for and strives to become. This is a joint force that drives employees to become more productive. The customers' focus in the markets these companies operate in must be more on how the industry contributes to their society and how it benefits them. In this regard, having a mission statement is extremely important because Firozabad Glass Industries secured a very low mean and percentile score, and it is well known that mission industries are not good decision-makers nor goal achievers. Also, having a mission statement and vision alone is not enough. This must be reinforced at various levels to ensure employees and customers can identify with the common cause. Having shared goals and objectives ensures that all parts of a company work in the same direction. Given that much of the glass industry has developed into a multi-cultural, multinational workforce that is geographically dispersed and often unable to meet face-to-face, all have common goals as a unifying factor.

SOCIAL BENEFIT OF THE CURRENT STUDY

If the Firozabad glass industries pursue corporate culture, Communities frequently experience higher standards of life when industries place a high priority on making strategic decisions that are focused on efficiency, sustainability, and social responsibility. This can involve increased worker wages, greater infrastructure, and easier access to necessities.

Future Studies

They can do a study on the topic of the impact of visionary strategic decisions on glass industries performance: A Longitudinal Study in the Glass Industry Sector.

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