Study On Organisational Culture And It's Impact On Employee Behaviour In Trellix

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Chapter - 1: INTRODUCTION

1.1 : THERIOTICAL BACKGROUND

Communities are important units of the general public. In the long run, a certain type of hierarchical culture will appear during its formation and growth. The purpose of a trusted culture is to promote stability and unity, as well as to activate employee happiness and creativity to maximize the company's financial output. Similarly, hierarchical culture has a great influence on the behavior of workers. The culture of the association contributes to the development of enhanced skills in its representatives. Valuable framework is the cornerstone of the culture of the community. It promotes uniformity across multiple frameworks and sub frameworks, minimizing overall functional conflict. When a lifestyle is formed, it is essentially transformed into a group from a useful perspective that encourages risk-taking in the management structure and generates intelligent ideas. The aim of this research is to identify the culture of authority in workers' behavior. Study results show that hierarchical culture has a significant impact on motivation, enhances personal learning, influences communication, and improves formal attributes, group decision making, and conflict resolution.

1.1.1 : DEFINITION OF THERIOTICAL BACKGROUND

The lifestyle of the organization describes the proper approach to working in the organization. This culture has shared beliefs and characteristics that are established by pioneers and are transmitted and formed through a variety of means, ultimately producing representative ideas, practices, and insights.

1.1.2 : ORGANIZATION CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR

Hierarchical culture has characteristics and practices that "add to the exceptional social and psychological environment of the organization." According to Needle (2004), formal culture deals with the overall characteristics, beliefs and standards of trusted individuals and is the result of factors such as history,

element, market, innovation, process, type of delegates, board style and general culture. Culture includes the vision, values, standards, frameworks, images, language, doubts, atmosphere, space, beliefs and tendencies of the community.

Types of organizational culture. Organizational culture is certainly not a superficial idea, but it is a strong perspective of all communities. Since all societies have societies, it is prudent to change some powers greater than others. Hierarchical culture can take one of two solid organizational culture structures.

As reported, a strong association culture refers to the taxonomically cohesive and generally shared set of characteristics and beliefs within a community. However, such a culture requires a hierarchy to complete more explicit cultural projects and this culture is not available for change. It implies that in this kind of culture the authority must take real steps to raise and spread its standards and characteristics among its workers.

1.1.3 : KINDS OF ORGANIZATION CULTURE

Hierarchical culture is certainly not a superficial idea, but a powerful view of all communities. Since all communities have societies, it is consistent that some hierarchies are refined to be higher than others. Formal culture can take one of two structures.

1. SOLID ORGANIZATION CULTURE

As evidenced by research, a strong association culture refers to the setting of undoubtedly adherent traits and beliefs that are widely shared within an association. However, such a culture requires the energy to achieve more explicit cultural assumptions, and this culture is far from changing. It refers to in this kind of culture the hierarchy must take real steps to raise and spread its standards and characteristics among its workers.

2. POWERLESS ORGANIZATION CULTURE

Weak authority: Weak hierarchical culture refers to traits and beliefs that are not firmly and generally shared in society. This suggests that individual members of the association rely heavily on the rules, standards, and characteristics of the immediate home.

3. EMPLOYEE BEHAVIOR

The term representative behavior refers to the way workers respond to obvious conditions or conditions in the work environment. Many components determine an individual's behavior in the work environment.

4. RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND EMPLOYEE BEHAVIOR

Individuals propagate culture educationally and socially; It sets the standards of behavior in organizations. The definition of authoritarian culture is the belief that workers can manage to understand what they should and should not do, including their behaviors, traits, and uncertainty about their job. Subordinates are motivated by these traits and the behavior of the leaders, and the behavior of the players gradually progresses. A strong hierarchical culture emerges when strong participatory behavior, traits, and beliefs develop.

5. CONCEPTUAL FRAMEWORK

This applied structure is coherently evolved, planned by the essential goal of the examination to recognize the relationship b/w Organization culture and worker conduct or execution attire area, Organization Culture is chosen as autonomous variable and representative execution as reliant variable independent variable and ward Variable are utilized by the analyst to create a theoretical system

1.1.4 : FREE FACTOR DEPENDENT VARIABLE
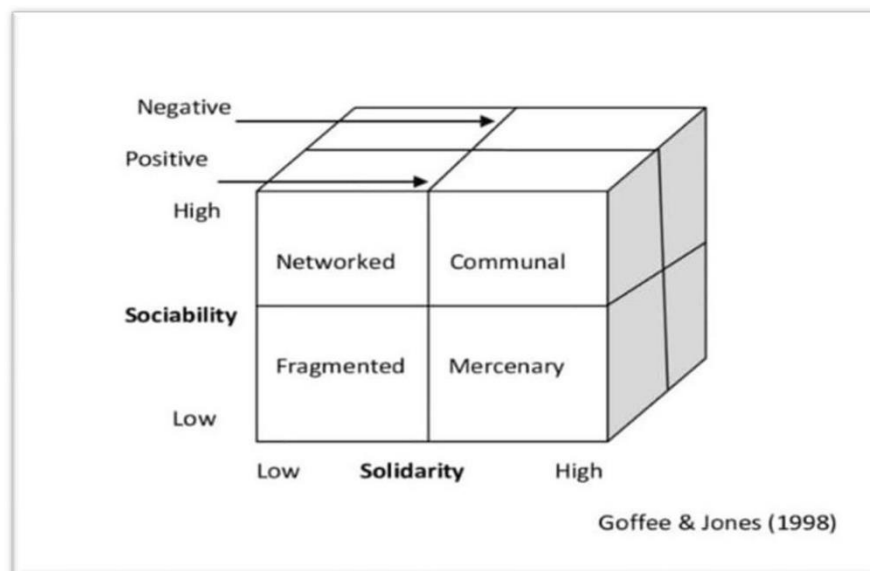
Figure 1.1: The Double S cubes

Double S Cube Framework on Organizational Culture According to Creators - Boniface

C. NWUGWO

Innovation leadership decision making

Communications employee performance organization culture Flexibility pressures Understanding these two ideas will enable us to assemble the superior personality of the community and modify it when necessary.

1.1.5 : IMPACT OF ORGANIZATION CULTURE ON EMPLOYEE BEHAVIOUR

They say that truth has insight, which is especially evident in relation to the culture of organizations. The culture of the community can be portrayed as the brand or personality of the organization; It is what you trust and depend on and form your organization private. Association culture is inextricably linked to how representatives, expatriates, clients, and the general community view your affiliation.

The culture of the association is excellent: it can influence the choice of contracts, benefits, efforts and representation resolution, regardless of whether it is positive or negative. An exceptional company culture attracts people who need to work or work with an organization. It motivates actors to be more profitable and positive at work, while at the same time reducing their turnover. It can also become your best viewer, attracting competitors who are qualified to work in your organization. It is easy to see how important the culture of an organization is.

Let's take an overview of the three components of the impact of company culture on workers:

1. Impact on labor execution

How does organizational culture affect personal implementation? To give the upper hand, the culture of the organization must be solidly, widely disseminated and built. Everyone should share his characteristics and beliefs.

2. Effect on work pleasure

As the economy recovers from the recession, the labor market is showing steady growth. This means that companies may start to see more sales as workers are looking for greener farms.

3. Impact on employee commitment

At this point, we made it clear that a strong organizational culture, such as the implementation and practice of labor, affects the association. For now, let's explore several ways in which a company's culture affects workers' commitment:

➢ **Communication:** In organizations with significant correspondence training, delegates know that their assumptions and ideas are called for. When workers think they are being listened to, they do not transmit hatred, which leads to lack of performance, negative confidence and termination. Similarly, the media culture of the organization promotes more recognizable collaboration, innovation and development.

➢ **Security**: Organizations that respect delegates emphasize security. The culture of well- being is fertilized, with workers being more careful and communicating as they carry out their responsibilities.

➢ **Cooperation:** Instead of 'their against us' policy, CBOs promote autonomy, dynamism and cooperation. Delegates are given the freedom to collaborate, are limited to the parts they can succeed in, and are given the freedom to assemble important affiliations with managers and collaborators.

➢ **Growth:** Cultures that promote a representative turn of events and development provide workers with something to rush and expect. Such societies avoid burnout and job stagnation, while keeping things active and interesting.

1.1.6 : IMPLICATIONS

➢ The administration may upgrade the recurrence of employee's criticism on their exhibition.

➢ The board needs to play a pram build up job in impliedness in association culture.

That is allied to its methodology and structure.

➢ The board should deal with morals practices of the association like validity and trustworthiness which advance a superior culture.

➢ Organization ought to put its endeavors in preparing and advancement of its worker to improve their human capacity at all levels.

➢ Man, the specialist ought to expand its association in dynamic.

1.2 : Industry profile:

Trellix, a privately held cybersecurity company that was established in 2022, was formerly known as FireEye and McAfee Enterprise. Detection and prevention of major cybersecurity assaults have been among the activities that it has participated in. It offers hardware, software, and services for the purpose of investigating cybersecurity threats, protecting against dangerous software, and analysing concerns regarding information technology security. Symphony Technology Group (STG) made the announcement in March 2021 that it had acquired McAfee Enterprise in a transaction that was entirely composed of cash and was valued at $4.0 billion. In July of 2021, STG successfully finalised the acquisition of McAfee's Enterprise business, with the intention of rebranding the company. The sale of FireEye's name and goods business to STG for a total of $1.2 billion took place in June 2221. Trellix is an extended detection and response (XDR) startup that was launched by STG after the company merged FireEye with its acquisition of McAfee's enterprise business. At the same time, the security service edge (SSE) segment of McAfee Enterprise would function as a separate company that would be called as Sky-high Security.

1.2.1 : History of the Trellix

FireEye was established in 2004 by Ashar Aziz, who had previously worked as an engineer for Sun Microsystems. The first commercial product that FireEye ever developed and sold did not come out until the year 2010.In the beginning, FireEye concentrated on constructing virtual machines that could download and test internet traffic before sending it to a corporate or government network.

Following the departure of the business's founder, Aziz, from his position as CEO in December 2012, David DeWalt, a former CEO of McAfee, was hired to the post in order to get the company ready for an initial public offering (IPO). FireEye was able to raise an additional fifty million dollars in venture capital the following year, bringing its total funding to eighty-five million dollars. Towards the end of 2013, FireEye went public and raised $300 million. Up to the year 2021, FireEye remained open to the public.

Mandiant was purchased by FireEye for a total of one billion dollars in December of 2013. In the event that there was a breach in data security, Kevin Mandia established the private firm known as Mandiant in 2004. Mandiant offered incident response services to its various clients.

The investigation of high-profile hacking organisations was one of Mandiant's most notable works. Before the acquisition, FireEye would frequently discover a breach in security, and then it would collaborate with Mandiant to search for the individuals responsible for the breach. It was decided to make Mandiant a subsidiary of FireEye. Ever since it acquired Mandiant, FireEye has been asked to examine high-profile assaults against a variety of companies, including Target, JP Morgan Chase, Sony Pictures, and Anthem, among other others.

The corporation achieved diversification throughout the course of time, in part through acquisitions. In 2010, FireEye expanded its operations to include the Asian Pacific region and the Middle East. Both Europe and Africa were introduced to FireEye in the year 2011. At the time, FireEye was experiencing fast expansion; between the years 2010 and 2012, the company's revenues increased by an eightfold. Despite this, FireEye was not yet profitable because of its high operational expenditures, which included all of the expenses associated with research and development.

FireEye began a secondary offering at the end of 2014, in which it sold an additional $1.1 billion worth of shares, with the intention of funding the development of a larger variety of products. In a short period of time following that, FireEye purchased the high-speed packet capturing business nPulse for around sixty million dollars. In 2015, FireEye had a revenue of more than $100 million annually, but the company was still not profitable. This was mostly due to the excessive amount of money spent on research and development.

In January of 2016, FireEye forked over $275 million to acquire iSIGHT Partners. The organisation known as iSIGHT was a threat intelligence organisation that gathered information about hacker groups and other cybersecurity issues. Invotas, a business that specialises in the automation of information technology security, was then purchased after this. In 2016, DeWalt resigned from his position as CEO, and Kevin Mandia, who had previously served as President of FireEye, took over as CEO of Mandiant. After that, there was a downsizing and restructuring carried out as a response to sales that were lower than anticipated, which ultimately led to the termination of between 300 and 400 people. Both profits and revenues went up as a result of the transition to a subscription model and the reduction in expenses.

McAfee Enterprise was purchased by Symphony Technology Group (STG) for a valuation of $4 billion in March of 2021. FireEye made the announcement in June 2021 that it would be selling its products company and name to STG for a total of $1.2 billion.

Mandiant, the cyber forensics division of FireEye, was separated from the company as a result of the transaction, and on October 5, 2021, the stock symbol FEYE was reintroduced on the NASDAQ under the name MNDT. STG made the announcement on January 18, 2022 that they had launched Trellix, an extended detection and response company. Trellix is a combination of FireEye and the enterprise division of McAfee. STG made the announcement that Bryan Palma would be the CEO of the combined firm on September 30th, 2021.

1.3 : Organization Profile:

For its early years, FireEye operated as a "sandboxing" or testing firm. In sandboxing, incoming network traffic is first examined for malicious software within a virtual system before being exposed to the real network. As time went on, FireEye diversified its product offerings through a string of acquisitions. Switching to a SaaS model in 2017, FireEye shifted their focus from selling hardware to software.

Among the many technological goods offered by FireEye are solutions for endpoint, network, and email security. The business also provides threat intelligence tools, incident response-focused consulting services, and a platform called Helix for managing security operations centres.

The Malware Protection System (MPS) for the Web, Email, Files, and Malware are all parts of the Central Management System (CMS). The CMS oversees all of these parts and facilitates their management, reporting, and data interchange. Each FireEye MPS appliance contributes to the pool of Dynamic Threat Intelligence (DTI), which is then immediately shared with subscribers all around the globe through regular updates from the FireEye Cloud. The updated content reflects the intelligence that has been discovered through research operations, which the DTI and FireEye Labs have worked to deliver.

As of its inception at the beginning of 2022, Trellix will have over 40,000 customers, 5,000 employees, and yearly revenue of $2 billion. When it comes to endpoint, cloud, collaboration, data, user, application, and enterprise security, Trellix blends the capabilities of McAfee and FireEye.The organisation is devoted to detecting and responding to threats through the application of automation and machine learning. The business also uses adaptive security technology that can learn and adapt to thwart increasingly sophisticated attacks.

The fact that FireEye has exposed prominent hacker groups is common knowledge. from 2008 to 2014

When the Mega-D botnet—also called Ozdok—was being taken down in October and November 2009, FireEye was one of the companies involved. The Rustock botnet was successfully taken down on March 16, 2011, thanks to the combined efforts of Microsoft, US federal law enforcement, FireEye, and the University of Washington. During the month of July 2012, FireEye, who took part in the probe into the Grum botnet's control and command servers—located in Russia, Panama, and the Netherlands, respectively.

Mandiant uncovered a Chinese hacker group called APT1's multi-year espionage operation in 2013. This finding preceded FireEye's acquisition of Mandiant.

The FireEye Labs team found two new zero-day vulnerabilities in 2014, which were labelled as CVE-2014-4148 and CVE-2014-4113. In 2014, as part of limited, targeted attacks against well-known businesses, these vulnerabilities were found. Both zero-day malware take advantage of vulnerabilities in Windows' kernel. Microsoft issued a security bulletin in October 2014 to fix the issues.This is the number 48. Furthermore, in 2014, FireEye revealed details about a cyber threat group known as FIN4. It seems that FIN4 is only interested in one thing when they launch intrusions; that is, getting their hands on sensitive data that could affect the stock prices of publicly listed companies. Emails of corporate-level executives, legal counsel, regulatory officials, and others who frequently discuss market-moving information have been targeted by the group, which has targeted hundreds of businesses. Another research from 2014 by FireEye centred on a threat organisation they call APT28. It is one of the main objectives of APT28 to collect information that would be most useful to a government. According to FireEye's research, APT28 has been attempting to gain access to sensitive data belonging to governments, militaries, and security agencies since 2007 or earlier. Starting now, the Russian government might use this information to their advantage.

2015

Using data collected in 2015, FireEye confirmed the existence of fourteen router implants spread across four countries: India, the Philippines, Mexico, and Ukraine. The implant, codenamed SYNful Knock, is a method of secretly changing the router's firmware image in order to achieve persistence within the victim's network.

In September 2015, FireEye was able to secure an injunction against a security researcher who was attempting to expose flaws in the company's Malware Protection System.

Two vulnerabilities were discovered: one in Windows (CVE-2015-2546) and one in Microsoft Office (CVE-2015-2545). In 2015, an attack was uncovered by FireEye that took advantage of two previously unknown vulnerabilities. The perpetrators hid the vulnerability in a Microsoft Word document they had customised to appear like a resume. Taken together, these considerations

Two security holes make it possible to run remote software with elevated privileges. To fix both of the problems, Microsoft released updates.

The Singaporean FireEye as a Service team found a phishing effort in 2015 that used a zero-day vulnerability in Adobe Flash Player (CVE-2015-3113). In order to address the vulnerability, Adobe also released a patch through an out-of-band security bulletin. The Chinese cyber threat group APT3 is responsible for the attack, according to FireEye.

2016

The "Vendetta Brothers" were two cybercriminals that were the focus of a 2016 announcement from FireEye. According to the company, the enterprising pair compromised point-of-sale systems using many methods and then sold clients' credit card details on their underground marketplace called "Vendetta World." In a report released in the middle of 2016, FireEye examined the fallout from the 2015 agreement between United States President Obama and China Prime Minister Xi Jinping, in which the two nations pledged not to "conduct or knowingly support cyber-enabled theft of intellectual property" for financial benefit. The security firm reviewed 72 groups that it believes are active in China or support Chinese state goals. As of mid-2014, it concluded that there was a general reduction in successful network intrusions by China-based groups against companies in the US and 25 other countries.

Codenamed IRON GATE, FireEye found multiple strains of an ICS-focused malware in 2016. A targeted industrial process running in an environment mimicking the Siemens control system was the intended target of the infection. According to security firm FireEye, IRON GATE employs ICS attack concepts first observed in Stuxnet. However, Siemens Product Computer Emergency Readiness Team (ProductCERT) has confirmed that the threat does not target operational Siemens control systems and does not take advantage of any vulnerabilities in Siemens products.

When FireEye found a vulnerability in Adobe Flash Player (CVE-2016-4117) on May 8, 2016, it was an attack. Just four days after the security firm notified the Adobe Product Security Incident Response Team (PSIRT) about the vulnerability, the software company quickly released a patch.

One of the numerous security holes discovered by FireEye in 2016 was a vulnerability in Android devices that might grant elevated privileges to the system's default user, "radio." An attacker might potentially gain access to private data, such as the victim's text message database and phone log, if this were to happen. In January 2016, FireEye informed Qualcomm about the issue and worked with Qualcomm's Product Security Team to resolve it.

In 2016, FireEye detailed the cybercriminal gang FIN6. In order to make money, the gang mostly targets companies in the hospitality and retail sectors by stealing customers' credit card information. After brutally attacking and compromising point-of-sale (POS) systems, the gang exploited millions of payment card numbers in an underground marketplace.

2017–2019

A vulnerability known as CVE-2017-0199 was discovered by FireEye in 2017 in malicious Microsoft Office RTF documents. A malevolent actor can take advantage of a security hole in documents that contain exploits by tricking users into downloading and running a Visual Basic script that includes PowerShell instructions. To ensure that FireEye's public announcement did not conflict with Microsoft's patch release, FireEye notified Microsoft of the issue. In 2018, Facebook used FireEye to identify 652 fake accounts.

2020–2021

"A nation with top-tier offensive capabilities" breached FireEye's networks, the cybersecurity firm said on Tuesday, December 8, 2020. The organisation claimed that the thieves utilised "novel techniques" to obtain red team toolkit copies from FireEye, which they may then utilise in future attacks.The same day that the stolen tools were made public, FireEye released countermeasures.

A week after the incident occurred in December 2020, FireEye informed the United States National Security Agency (NSA), the government body in charge of protecting the country from cyberattacks, about the SolarWinds supply chain attack. The company also claimed that the same individuals had stolen its tools. It is not clear whether the NSA was aware of the hack prior to FireEye notifying them. In fact, SolarWinds is the software that the NSA employs.

The cyber-security firm McAfee revealed that at least nineteen countries, including the US, UK, Ireland, the Netherlands, and Australia, had used the stolen tools within a week after FireEye's theft.

On December 8, 2020, it was stated that federal agencies, including FireEye, are currently investigating a data breach. As FireEye noted at the beginning of January, the hacks originated within the United States, occasionally in close proximity to the impacted sites. Because of this, the hackers were able to evade the detection of both the National Security Agency and the Department of Homeland Security's defences.

2022

Both the Chinese hacking outfit Wicked Panda and the Russian hacker group Cosy Bear were involved in 46% of all state-sponsored hacking efforts in the third quarter of 2021, according to Trell's 2022 report. A third of all state-sponsored cyber attacks used Cobalt Strike security capabilities, according to the report. In a January 2022 Fox News story, Trellix CEO Bryan Palma expressed concern about the increasing hazards of cyberwarfare from Russia and China.

Trellix found evidence in 2022 that hackers were using Microsoft OneDrive to launch an espionage campaign targeting Western Asian government officials. The virus, which Trellix has dubbed Graphite, infects Microsoft OneDrive and leverages Graph to launch its own C&C server. The attack is broken into multiple stages to keep its identity hidden for as long as possible.

1.3.1 : Leadership Traits

➢ **Extreme Ownership**

Enable forward momentum, erasing barriers and building coalitions. Guide teams through ambiguity and rapid change. Find ways towards 'yes' rather than reasons for 'no'.

➢ **Elevate Others**

Inspire and empower those around you because everyone counts. Bring meaningful purpose to goals by focusing on the 'why' and recognize the value each team member brings.

➢ **Breakthrough Mindset**

Release preconceived notions of how a problem should be solved and instead exponentially think through how we can grow. Foster a tolerance for risk and then experimentation becomes essential. assemble and keep up their own foundation and organizations or they may share the framework of different suppliers.

➢ **Foster Trust & Transpar**

Create an environment of safety, belonging, directness, clarity, and mutual respect. Welcome honest feedback and open communication to share the good and the bad.

1.4 : Importance of the Organization Culture and Employee Behaviour

Hierarchical culture has been important since the 21st century in terms of its impact on labor execution and professional fulfillment. It is fundamental for each community to understand its own powerful culture, so the fallouts can benefit from the bits of knowledge created by the social perspective to exercise more prominent power over their communities. The way of life of an association has a significant on its exhibition. Authoritative culture can be depicted as a suspected or plan in the field of the board and authoritative examinations which portrays and depicts the brain science, practices, encounters, convictions what's more, estimations of an association. These ethics, values, and morals what's more, goals could be close to home just as social (Harrison and Stokes, 1992, p.23).

A variety of authoritatively and independently desired outcomes may be impacted by an authoritarian culture. According to Ritchie (2000), hierarchical culture impacts outcomes including profitability, performance, accountability, self-confidence, fulfilment, and moral behaviour. Additionally, any organization's financial performance, employee satisfaction on the job, and overall execution are all impacted by subsequent scholars. Executives in hierarchical cultures are reportedly more likely to seek out rational methods and techniques that motivate employees to contribute and ultimately lead to hierarchical execution. In today's fast-paced corporate world, where technology is always evolving, associations are constantly on the lookout for innovative ways to boost performance without barely increasing expenses. These days, it seems like every group is looking into the social side of business in an effort to boost profits. One viewpoint that isn't substantial but plays a crucial role to any association's success is culture.

1.5 : Challenges faced by the industry:

1. **Varied Demographics**

Over 138 crore people call India home, and there are as many variations among them as there are people. It is a common error for multinational corporations to view Indian consumers as a monolithic group. Among

even regions within a single nation, there is a considerable difference in consumer tastes. Multinational corporations rely on local knowledge to get into new markets, but this information is hard to come by, particularly when an expat is in charge of the company.

It is necessary to replace expat leaders with local leaders in order for MNCs in India to overcome such issues. These individuals are more familiar with the cultural norms and market dynamics of India, and they know what it takes to be successful there.

2. Cultural Differences

The fact that there are cultural distinctions inside and across domestic regions, as well as between western and Indian civilizations, is not surprising considering the size of the country. This might be a significant obstacle for a multinational corporation (MNC) looking to establish offices throughout India. In order to foster an environment where everyone feels comfortable expressing their opinions and ideas while also learning about cultural diversity, the company must find a middle ground.

The cultivation of soft skills becomes relevant in this context. Multinational corporations should put resources into learning about and fostering organisational culture as well as employee culture. A great way to get to know new employees and strengthen bonds within the team is to host an after-work event.

3. Infrastructure

Large corporations seldom possess their own stores. They would rather rent office space. Multinational corporations in India face a significant difficulty when it comes to office space selection. They have to reserve huge office spaces in advance of the completion and handover of commercial developments because of the strong demand.

Most multinational corporations (MNCs) outgrow the space they started out in, even though it was initially too big for their workers. Locating a second place in close proximity to the current one is typically a daunting task. This will result in the loop being reset to its initial state.

The best method to address this issue could be to switch from the conventional office paradigm to a shared office space. Co-working spaces, such as TOP, make it possible for multinational corporations to rent desks instead of whole floors. As a result, they can adapt the space they rent to their needs and increase or decrease it according to their workforce. A number of well-known companies, including Microsoft, have begun renting out flexible office space in India.

4. **Price Centric Customers**

Despite their penchant for bargaining, Indians aren't afraid to splurge on a little luxury here and there. One of the specific issues faced by multinational corporations is the price- centric mentality of Indians. The data shows that Indians care more about cost than brand loyalty.

People will stop buying from you if you even slightly raise pricing. Businesses must thus figure out how to keep prices down without sacrificing quality. This is just one more advantage of switching to a coworking space. Companies that rent out desks in shared offices save money on overhead expenses like security, HVAC, cleaning, etc. Savings of this magnitude are possible over time.

5. **Recruitment**

Given the abundance of skilled workers in India and the financial resources accessible to multinational corporations,.... While it may seem straightforward to attract workers, foreign organisations still encounter difficulties with this task in India. To start, the top multinationals are in a constant state of competition to recruit the most talented individuals. Also, the best and brightest from India's universities aren't content to only work for established names; they want to create their own.

1.6 : PROMOTORS:

In the long run, COAI has emerged as the voice of instruction for the Indian GSM industry and communicates directly with ministries, policy makers, regulators, financial institutions and technology companies. It provides a forum for communication and exchange of ideas between theseorganizations and specialized organizations that share an ideal interest in improving employee communications. Similarly, COAI works with other industry associations, for example, with the aim of submitting an industry agreement proposal to the government on emergencies identified with the development and promotion of COO, FICCI, ASSOCHAM, AUSPI, ISPAI, VSAT, etc. Indiancellular industry.

ICA: INDIAN CELLULAR ASSOCIATION

The Indian Cellular Association (ICA) is the pinnacle of a diverse business with brand owners; Technology providers; Manufacturers; National distributors are well-known consumers of applications, solutions, value-added services, ethical retailers and mobile devices.

The Association was set up to provide some incentives and management to the multifaceted cellularindustry in India; Encouraging its development, improving density, creating a legal and ethical market and management environment, thereby providing long-term benefits to mobile availability to the Indian people. The Association is run by its National President Pankaj Mahendra who sets out the goals of the Association to ensure the progress of India's multifaceted cellular industry.

COAI: THE CELLULAR OPERATORS ASSOCIATION OF INDIA

COAI was formed in 1995 as an adjoining non-administrative society. The affiliate is committed to the advancement of current correspondence by establishing the framework of the existing cell and transferring the benefits of reasonable and versatile correspondence segments to individuals in India.

TCOE: TESTING CENTRE oF EXCELLENCE

The possibility of establishing outstanding centers for trellix arose with the partnership recognition of the government and the trellix company, with the high development trend of broadcast communication being fundamental to the overall progress of the country. All things considered, this cannot be achieved without consideration, improvement and development close to the needs of the neighbors.

The operation of TCOE has virtually changed with the signing of tripartite MoUs between the Department of Trellix pvt ltd, Government of India, Partnerships and Beneficiaries of the Industry. Established in the Public-Private Partnership (PPP) mode, TCOEs are an example of government, academia and industry collaborating for nation- supported development and progress.

1.7 : VISION

"Supporting our customers to be more resilient and stay one step ahead of adversaries has always been a priority - that's why the majority of our enterprise and government customers have worked with us for over 16 years."

1.8 : MISSION

Our mission started simple - power a resilient, thriving world while honoring our clients' and our teams' needs. We continue to grow, and our team's collaborative work shows through our innovation, awards and recognition in the industry.

1.9 : QUALITY POLICY

* One way to manage the amount of data sent and received across a network interface is with rate limiting. The amount of data that can be transmitted out by a sensor with an inline port pair is limited. Any data transfer that falls within or is exactly equal to the bandwidth number will be permitted; any data transfer that beyond this limit will be dropped.

* The basis of differentiated services, or DiffServ, is the idea of traffic classification, which involves assigning a specific number of classes to each data packet. In order to distinguish between different types of traffic, you can set up network devices like routers that enable DiffServ to do so. Consequently, you can control the network in a way that gives higher-priority traffic more attention. Packets can be DiffServ-tagged by the sensor. External network devices that comply with DiffServ employ the tagged packets for traffic management.

- Devices on a network can prioritise MAC-layer traffic and execute dynamic multi-cast filtering according to the IEEE 802.1p standard. There is a three-bit priority field in the 802.1p header that lets packets be classified according to different types of traffic. The user is provided with eight distinct service classes by means of the three-bit prioritisation field. Your network's implementation determines how traffic is handled when assigned to a specific class; this is not defined. For traffic management, the Sensor tags packets with VLAN 802.1p and sends them to external network devices that are VLAN 802.1p compatible.

1.10 : MARKET SEGMENTATION:

Of all the client markets the market for private and independent projects is the most difficult. With so many aspects in the research process, competitors rely heavily on value; Success largely dependson the strength of the brand name and the interest in the successful pricing framework. The corporate market is still a preferred choice for companies.

Larger corporate customers are more interested in the quality and reliability of their calls and communication, while individual customers are less sensitive to price. Multinational corporations are investing heavily in premium services such   as communications infrastructure and highly secureprivate enterprises and video conferencing.

Enterprise availability can be extended to other telecom companies through wholesale circuits to critical business customers such as network access providers and large corporations.

1.11 : CURRENT DEVELOPMENT:

SAN ANTONIO, Texas — The seventh of December, 2023! Frost & Sullivan has conducted research on the endpoint security sector and, based on the findings of its investigation, acknowledged Trellix as the recipient of the 2023 Global Endpoint Security business of the Year Award. Trellix is a cybersecurity business that is delivering the future of AI-powered extended detection and response (XDR). The Endpoint Security solution offered by Trellix is successfully incorporated into the company's XDR Platform, which offers a versatile solution for detection, response, and remediation. Organisations are able to exercise informed control over their endpoints thanks to the Endpoint Security Suite, which offers complete protection to decrease attack surface and contextual visibility.

Eighty percent of the Fortune 100 companies throughout the world are protected by Trellix's rapid remediation and response capabilities, which reduce the risk of attacks and their impact. Trellix is an excellent choice for customers who are transitioning to the cloud and businesses that have environments that are sensitive since it allows for simple configuration and maintenance at scale in both cloud native and on-premise environments. Within the realm of current and business-critical systems, Trellix provides support for more than 500 different deployment architectures and operating system versions. Customers are able to

extend out to XDR from an endpoint security basis and simply integrate native and third-party products that support hybrid environments thanks to the company's extensive and mature portfolio. Trellix has over thirty years of experience in pure-play cybersecurity business, and it currently holds the market share leadership position in the endpoint security sector.

Frost & Sullivan's Industry Principal Sarah Pavlak made the following observation: "Endpoint security is the leading segment of Trellix's business, with 73% of its 40,000 global customers using its endpoint security product line."

Security at the endpoint is the fundamental basis upon which a security strategy is built. Trellix provides all of these solutions, which together form an effective and efficient security approach. When integrated with network and email security, the three solutions give comprehensive protection.

Trellix Forensics Actions is able to differentiate itself in the highly competitive endpoint security market by enabling automated forensics collection with live response for a wide variety of attacks based on specified outcomes. In addition, the company gives customers the ability to own the data, run their own tools, and make use of third-party tools in order to extract additional value from the data, thereby reducing the difficulties associated with vendor lock.

The fact that Trellix has hundreds of threat researchers across all of its solutions to protect against the most recent threats exemplifies the company's continued dedication to research and development, user experience, and customer service, which differentiates it from its competitors in the market. Additionally, it offers consumers an exceptional customer experience while also providing them with superior security goods, as Pavlak explained further. Trellix was awarded the Frost & Sullivan Company of the Year Award in the Global Endpoint Security industry in 2023 as a result of its outstanding overall performance.

1.12 : EFFECT OF COVID 19 PANDEMIC ON SCIENCE AND INDIA PVT LTD TRELLIX.

The substantial problems that the company is currently suffering are a direct result of the decline in the economy. As a result of the fall in the economy, many businesses are being compelled to urge their workers to work from home (remotely) in order to address concerns over public health. A great number of businesses who have foreign dealers are suffering a significant loss of opportunity as a consequence of this condition. When it comes to Apple Inc., for instance, it is anticipated that the company's shares have dropped by at least ten percent as a result of the limited supply of iPhones in the market. It is expected that China would supply the components that are necessary for the production of iPhones; nevertheless, China is now experiencing a significant slowdown.

As a result of the spread of this fatal virus, a number of technological conferences have been cancelled. These conferences could have provided numerous businesses with an excellent opportunity to extend their horizons through the formation of partnerships. There were a few meetings that were converted to teleconferences; however, this will not have the same reach, and the attendees of the conference will not be able to have the opportunity to network as they would if they were attending the actual conference. The cancellation of these big technology conferences is believed to have resulted in a loss of one billion dollars in the United States.

1.13 : TRELLIX INFRASTRUCTURE:

It is the fundamental facilities and systems that serve a nation, region, or community that are referred to as infrastructure. Examples of infrastructure include public transport and networks for the transmission of communications. Taxes are typically used to finance the construction of large-scale infrastructure, which is typically produced by the public sector. The production of infrastructure can frequently be done on a smaller scale by private companies or through the efforts of local administrations. Infrastructure may be broken down into two categories: soft and hard. Both types of infrastructure are crucial to the economy and the quality of life of a community.

➢ Access Control: Keeping the network secure from intruders and malicious devices.

➢ Application Security: Both software and hardware undergo security steps to prevent unauthorised access.

➢ Firewalls: In order to control what data can enter and leave a network, there are devices called gatekeepers.

➢ Virtual Private Networks (VPN): In order to provide a secure "tunnel" for communications over the internet, virtual private networks (VPNs) encrypt connections between endpoints.

➢ Behavioral Analytics: Automatically identifying network behaviour that deviates from the typical activities is the responsibility of these technologies.

➢ Wireless Security: Wireless networks lack the security of hardwired networks, and as more and more mobile devices and apps are developed, there are more and more ways for unauthorised individuals to access and compromise these networks.

➢ Data is stored and backed up when using high-performance storage systems, and these systems also feature a data recovery system in case of any calamities.

➢ Enterprise-level infrastructure components are utilised by low-latency networks in order to lessen the amount of time that data flow is delayed.

➢ System components that regulate the availability of data and the access to information are included in secure infrastructures. Furthermore, it has the capability to protect a company from data breaches and cyberattacks wherever the data is stored, thereby preserving the trust of potential consumers.

➢ Wide area networks (WANs) are responsible for managing the network by assigning traffic priorities and providing certain applications with increased or decreased bandwidth according to their requirements.

➢ The provisioning of servers is accelerated using virtualization, which also enhances disaster recovery, increases uptime, and reduces energy use.

➢ The objective of zero downtime is to minimise disruptions to business operations and accomplish the elimination of system downtime in order to maintain cost reductions and increase earnings that are communicated from the metropolitan communities to the corporate enterprise resource.

1.14 : SWOT ANALYSIS:

SWOT analysis (strengths, weaknesses, opportunities and threats analysis)

The acronym "SWOT" stands for "strengths, weaknesses, opportunities, and threats," and it is a framework that may be used to identify and analyse certain aspects of an organisation. These are the words that comprise the acronym SWOT.

The fundamental objective of conducting a SWOT analysis is to raise awareness of the various aspects that are involved in the process of building a business plan or making a decision regarding a firm. SWOT analysis is used to do this by analysing the internal and external environments, as well as the aspects that can have an effect on the viability of a decision.

SWOT analysis is a tool that is frequently utilised by businesses; however, it is also utilised by nonprofit organisations and, to a lesser extent, by people for the purpose of personal evaluation. The SWOT analysis can also be utilised to evaluate projects, goods, or efforts. For instance, chief information officers (CIOs) could utilise the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework to assist in the development of a strategic business planning template or to conduct a competitive study.

Albert Humphrey is credited with developing the SWOT framework. While working at the Stanford Research Institute in the 1960s and 1970s, Humphrey developed and tested the technique. When it was first established, the SWOT analysis was intended for use in business and was based on data from Fortune 500 businesses. The use of this tool as a brainstorming tool to assist in the process of making business decisions has been adopted by organisations of all kinds.

It is common practice to conduct a SWOT analysis either at the beginning of a strategic planning process or as a component of that process. Due to the fact that it enables an organisation to discover prospects for success that were not previously stated, the framework is regarded as a valuable support for decision-making. Moreover, it draws attention to potential dangers before they become an excessive burden.

Through the use of a SWOT analysis, a company can determine a specific market niche in which it has a competitive advantage. It can also assist individuals in determining a professional path that makes the most of their skills and warn them of any obstacles that could prevent them from achieving their goals.

The most effective application of this kind of analysis is when it is utilised to recognise and incorporate business challenges and concerns in a grounded and pragmatic manner. As a consequence of this, SWOT analysis frequently incorporates a very diversified and cross-functional team that is able to freely exchange ideas and opinions. In order to construct the SWOT analysis, the most efficient teams would make use of real-world experiences and quantitative data, such as facts pertaining to income or costs.

Internal characteristics and resources that contribute to a good conclusion, such as a varied product line, devoted customers, or excellent customer service.

Internal resources and factors that make it more difficult to achieve success, such as a poor brand, an excessive amount of debt, or insufficient workforce or training.

External elements that the organisation has the ability to capitalise on or take advantage of include favourable export tariffs, tax benefits, and new technology that enable the organisation to conduct business.

An increase in competition, a decrease in demand, or an unpredictable supply chain are examples of external factors that could put the success of the business in jeopardy because of their potential impact.

STRENGTHS:

solid communication skills, punctuality for shifts, excellent customer service, solid working relationships with all departments, physical strength, and high availability.

WEAKNESS

Takes extended smoke breaks, has little technical skill, and is prone to spending time chatting.

OPPORTUNITIES:

Storefront employees greet clients and aid them in finding products, help keep customers delighted, support customers post-purchase and ensure buying confidence, and stock shelves.

THREATS:

Occasionally missing time during peak business owing to breaks, spending too much time per customer after the sale, and spending too much time in interdepartmental conversation.

1.15 : Future Growth and Prospects:

Features:

Manifest based policy

When using Trellix Agent 5.x.x in conjunction with Trellix ePO - On-prem, the manifest- based policy increases Trellix ePO - On-prem scalability. Trellix Agent retrieves just modified policy settings from Trellix ePO - On-premises, requiring fewer resources to compare or merge settings. Trellix ePO - On-premises does not need to compute the modified policies for each agent-server exchange. This saves network traffic each time a policy update is downloaded.

Persistent connection

During agent-server communication, Trellix Agent maintains the communication channel with Trellix ePO - On-prem open. This allows the agent and the Agent Handler to send and receive multiple requests and responses, such as uploading properties, policies, and events, all through a single TCP connection. The connection is closed once the communication is finished.

1.15.1 : TRELLIX Company Trends in the Next Decade:

A fresh start necessitates a different moniker. We felt it was time for a new name as we embarked on our next growth phase, one that better embodies our spirit of innovation and our motivation to see our customers succeed.

An unusual variation on the term "trellix," which refers to a structure that helps plants and trees flourish, Trellix is a hybrid name. We hope to provide the safety net that companies throughout the world need to grow and thrive by acting as a security trellis.

Making a stable income possible

With Trellix, you can live secure, much like a trellis supports life. Almost three quarters of C-suite executives now admit they are unsure of the timing or scope of the impact a cybersecurity breach will have on their companies. With the help of our XDR ecosystem, businesses may activate security, giving them the ability to thwart threats in their tracks. Businesses can maintain resilience with superior detection, response, and remediation capabilities thanks to our live security platform, which constantly learns and adapts through the combination of AI, ML, and automation.

Our goal is to empower organisations to confidently manage their IT ecosystems, regardless of their specific needs, by providing them with native and open technologies.

Lastly, businesses will be better equipped to deal with problems when they happen if we help them integrate intelligent tools into their operations and provide expert insights to their security teams.

We are reshaping cybersecurity's future with these and many other bold initiatives.

In Trellix, the accompanying focuses show the Trellix patterns 2019 and these could help you extraordinarily in the improvement of your organization:

Comprehensiveness. As attacker techniques have evolved, a single detection engine such as pattern matching of known malware is insufficient. Instead, multiple engines are needed to detect a wide range of malicious code and behaviors— those that have been seen before and new variants. Accuracy. While comprehensiveness is vital, it is not the only measure of protection efficacy. The detections must also have a high degree of accuracy—that is, what is detected as malicious is truly malicious. In comparing EPPs, look for high marks on comprehensiveness and a very low frequency offalse positives (classification of code or behaviors as malicious that are in reality benign). Continuous improvement. Threat actors will research EPPs to identify and then exploit weaknesses. EPP vendors must be relentless in evolving their products to maintain comprehensiveness and accuracy. Vendors' product updates, feature announcements, and engine refreshes are positive indicators. End-usertransparency. Similar to prevention, protection must also balance risk mitigation with the potential impact on business operations and end-user productivity. Ultimately, EPP operates silently in the background. Detections and actions to combat threats are conducted transparently to end users. But to conduct these operations, the EPP will compete for CPU and memory resources with other software applications running on the end user's device. Consequently, EPP vendors design their products to be resource efficient without sacrificing protection efficacy. EPP peak resource utilization and duration are suitable measurements to gauge resource efficiency. Resiliency. Threat actors will seek to disablethe EPP as part of their attack strategy. To combat this approach, EPPs must have immutable means to monitor their own functioning, detect corruptions, and restore. Restoration cannot be completely end-user transparent, but it should involve end users only on a minimal or very limited basis, and administrators should be allowed to conduct this operation remotely. » Recovery. In light of the unrelenting plague of ransomware, organizations need options to recover files that were encrypted as part of the ransomware attack and rewind other changes the threat actor may have made (modificationto local registries). Although not a feature in all EPPs, local rollback remediation is a recovery optionfor ransomware and other attacks that were detected after initial compromise. Similar to EPP restoration, rollback remediation may interrupt end users' routines. Nevertheless, the interruption is warranted to return devices to their previous uncompromised and fully operational state. Customization. EPP is a security workhorse that is expanding in available features.

1.16 : FINANCIAL STATEMENT ANALYSIS:

This segment centers around evaluating a few elements of the business' monetary wellbeing utilizing Standard measurements. This incorporates benefits, incomes, resource use, working edges,return on value/capital utilized and level of influence. We utilize standard hypotheses of account, for example, the Du Pont investigation to deconstruct parts of firm execution. The assessment is contextualized with critical

occasions in the business, for example, range barters, change in the degree of rivalry and different disturbances driven by innovation.

1.16.1 : Income investigation:

Complete Revenue and Earnings before Interest, Taxes, Depreciation and Amortization (EBITDA) structure part of the income examination. Complete income for firms incorporates administration Revenue just as income acquired from different sources (offer of speculation, rent rentals, and so on) Administration income is the primary wellspring of income for all administrators. EBITDA examination evaluates the adequacy of firm income to meet working use, which incorporates the adequacy offirm income to meet working consumption, which incorporates variable and some extent of fixed expenses.

1.16.2 : Expenditure analysis:

Consumption screening is also crucial for assessing companies 'operational productivity. Cost goods and their rate commitment add cost to the level of improvement that firms have made over aperiod of time in account of benefit and misfortune. Consumption items have been restored from advertising to overturn benefits and tragedies. Research will find that regular use control, differentcosts, and labor benefits together account for some of the absolute depreciation.

For some classifications, partnership is used as a level of income, which usually varies between managers. For example, network and IT relocation costs range from 2.38% to 39.75%. Also, roaming and access fees vary somewhere between 7.25% and 35.03% (see Appendix 5.3: OperatorExpenses Percentage). Some of these shows stopped after a while, while others showed almost no variation.

1.16.3 : Resources, Depreciation and Amortization:

The useful life of an asset that a corporation acquires could be quite lengthy. An asset, such as a company car, goodwill, corporate headquarters, or patent, may be valuable to the business for more than just the time it takes to obtain it. It is possible to expense the cost of business assets annually across their useful life in order to get a true picture of how these assets are being used. After then, the company can lower its tax bill by claiming the expense amounts as a tax deduction.

Chapter - 2: REVIEW OF LITERATURE

2.1 : Introduction

This chapter discusses the research that has been done on the topic of how company culture affects employee performance. At the outset, it covers a variety of perspectives on company culture. The next stage is to formulate and debate the theoretical framework that will underpin the study. Organisational structure, risk-taking, teamwork, competitiveness, and spending culture are some of the key concepts explored. The discussions will greatly aid in developing and clarifying the concept domain for this project. The effect that these ideas have on workers' productivity is also considered.

This chapter lays the groundwork for the study's conceptual model by reviewing relevant theoretical literature. The model that was put to the test in this study was built using this conceptual framework that was developed in this chapter. This chapter delves into the process of hypothesis formulation, building on earlier empirical discussion. Hypotheses for the study were formed after logical assertions and claims based on theories were presented regarding the nature of the links and correlations among the antecedent and consequent variables. Finalising this process involves developing the model that will be utilised to examine the information gathered from MNC staff.

2.2 : The Concept of Organizational Culture

The Latin word "colere"—meaning "to tend to the earth and grow, or cultivation and nurture"—is where the English word "culture" comes from (Zimmermann, 2015). "Culture" includes the additional meanings of "cultivation and nurture." What we mean when we talk about a people's "culture" is their way of life, which encompasses not only their beliefs and practices but also their norms for how they think, feel, respond, dress, eat, and greet one another. Irfan (2016) argues that it is also the ever-expanding corpus of data, which includes things like facts, figures, theories, interpretations, social structures, religion, roles, and spatial relationships. Culture is seen as all-encompassing due to the fact that it is frequently passed down through generations of people who share a common social geographical area or region and learn it from one another through interaction (Hofstede and Mooij, 2010). This contributes to the generalisation that culture is all about this.

The concept of organisational culture has been the subject of much research over the last several decades. According to Schein (2011), a common definition of organisational culture is the "proclamation of an organization's views and values" that establishes its identity and defines its operations through the dissemination of myths, legends, heroes, and ideals. Armstrong (2012) argues that the way things are done and how people behave inside an organisation are determined by its culture, which is a set of undocumented values, predispositions, beliefs, norms, and assumptions. In addition, as Ravasi and Schultz (2006) point out, an organization's culture is its shared assumptions about what constitutes acceptable behaviour in different contexts, which in turn govern how the organisation operates. The fact that cultures in organisations are essentially collections of assumptions provide credence to this point of view. Alternatively, it could be that new hires learn to notice, think, and feel based on the shape of such accumulated behaviour and assumptions. Organisational culture, according to Nigussie (2018), shapes how employees and departments engage with one another, customers, and other important stakeholders.

It would appear from these definitions that organisational culture covers a lot of ground, including but not limited to the following: leadership style, organisational structure, goal orientations, motivation, incentives system, and risk strategy. Rituals, heroes, ideas, values, language, morals, and norms all contribute to an entity's culture, which in turn provides the organism its identity (Nigussie, 2018). What constitutes an

entity's culture are its assets and the tales of its triumphs.

The benefits of an organization's culture can manifest in several forms, according to the available literature. There are three main benefits that a strong company culture may bring to an organisation, as stated by Ojo (2014). These benefits are listed below: People's decisions and actions are shaped by corporate culture, which is a type of profoundly rooted social influence. Second, when people work together in harmony according to the company's values, it creates a sense of community and makes everyone feel like they belong. An important reason why this social cohesiveness factor matters is that it allows businesses to attract and retain top talent more easily. Finally, thirdly, corporate culture enables workers to understand what goes on in a company. Because they have similar mental models of reality, employees are able to engage with each other in a more suitable manner, leading to improved levels of collaboration (McShane and Glinow, 2005).

Organisational culture also helps with determining how workers should engage with one another on the job, which is great, and it also encourages a strong sense of community and friendly rivalry among workers. A company's culture is its set of deeply held, long- standing values that guide daily operations. These values do double duty: they provide a sense of purpose to employees and help build the entity's reputation in the marketplace. Above and beyond this, despite their diverse backgrounds, all employees are brought together as social members of an organization's culture (Nigussie, 2018).

2.1.1 Characteristics of Organizational Culture

Employees are given a distinct sense of self by entities. Having a well-defined common perspective and principles allows staff members to deeply connect with the mission of the institution and perhaps become a part of it (Nigussie, 2018).

Collins and Porras (2008) state that an organization's culture is its staff's shared understanding of what it means to work for the company and how it sets it apart from competitors. They argue that these widely held views are characterized by a set of seven

(7) basic characteristics, one of which is: (1) encouraging employees to be innovative and risk-taking, The degree to which employees are expected to exhibit precision, assessment, and focus on detail; (2) attention to detail Thirdly, the degree to which management is outcome-oriented, or concerned with results rather than procedures, (4) Focus on people; how much upper-level management considers how their decisions will affect employees, The degree to which job duties are organized in teams rather than by individual personnel; this is known as "team orientation." (6) Aggression; the degree to which people are hostile or combative rather than cooperative and, lastly, (7) Stability, highlighted by Collins and Porras (2008), is the degree to which an organization's actions focus on maintaining the status quo rather than pursuing progress.

2.3 : Theories of Organizational Culture

In an effort to shed light on the nature of organizational culture, scholars have put out a number of theoretical frameworks throughout the years. Included in this group of ideas are the following: the Deal and Kennedy model (1982), the Edgar Schein model (1995), the Cameron and Quinn model (2011), the Denison organizational culture model (1995), and the Hofstede 6-D model (1980). This study is based on the Hofstede 6-D model, however it briefly touches on other ideas that are related.

2.3.1 : Hofstede 6-D Model (1980)

Various organisational ideas, rituals, and beliefs that distinguish it unique from other organisations are contained in Hofstede's (1980) model of national culture, commonly termed the 6-D model. An organization's culture determines the norms by which its members conduct themselves, interact with one another and the outside world, and go about their business. Six (6) factors are identified by Hofstede (1980) as having an impact on organisational culture. This is illustrated by indices such as Power Distance and Masculinity vs. Uncertainty Avoidance. Femininity as an indicator of collectivism vs. individualism, long-term orientation vs. short-term orientation, and indulgence vs. resistance.

The first factor to think about is "Power Distance Orientation," which examines how various organisational cultures show varying degrees of authority. For some companies, having a designated leader for each team is a smart move. Encouraging team members to give their all is also part of their job description (Nigussie, 2018). The utilisation of multiple questions allowed Podrug, Pavicic and Bratić (2006) to illustrate the measurement of the power distance index in organisations. They want to know if the supervisor is right or if they should wait for the supervisor to get it right because they are in the position of "supervisor" (high/large power distance). Does a larger power gap between a boss and employee lead to more stringent job standards? instead of because it's their preferred strategy (very low/small power distance)? This power distance setting can be made official in the company.

Dimension of Uncertainty Organisational risk aversion is heavily influenced by the degree to which people feel comfortable taking risks. Managers must constantly cultivate an environment where workers feel secure taking chances due to the inseparable relationship between risk and profit in contemporary enterprises (Hofstede, 1980). The GLOBE study (2014) defines uncertainty avoidance as the practice of relying on social norms, rules, and protocols to mitigate the effects of future activity uncertainty. People who place a high value on avoiding ambiguity are likely to be cautious, worried about the future, and eager to establish rules and agreement. More receptive to new experiences and laws are those who are less risk-averse and apprehensive about security (Hofstede, 1980). The uncertainty avoidance index, to assess, looks at how an entity is likely to take risks.

The Third Facet: Pluralism vs. Individualism According to this GLOBE study (2014), uncertainty avoidance is the degree to which a society uses social ethos, norms, and standards to mitigate the effects of the inherent unpredictability of future actions. People who place a high value on avoiding ambiguity are likely to be cautious, worried about the future, and eager to establish rules and agreement. More receptive to new experiences and laws are those who are less risk-averse and apprehensive about security (Hofstede, 1980). To sum up, the uncertainty avoidance index captures an entity's risk-taking disposition by measuring the extent to which it prioritises group cohesion and promotes a strong sense of dependency rather than independence. The author Nigussie (2018) argues that teams are essential for certain tasks. People in these groupings typically cooperate as a unit because they share a passion. Maintaining harmony between upper and lower-level management is vital to a common culture, as stated by Hofstede (2010). Viewing an entity as a family unit or a group of cohesive individuals necessitates a high level of cooperation rather than solo effort (Irfan, 2016). Lastly, in entity-based systems, the one-person-one-vote principle emphasises the importance of individual viewpoints. In a collectivist entity, the in-group controls the out-group's views and votes. Relationships are more important than work in individualistic entities, and vice versa in collectivist ones (Hofstede, 2011).

The fourth dimension, "Masculinity vs. Femininity," examines the effects of gender norms on corporation culture. The general public tends to view men workers in a more negative light, assuming they are more kind and less aggressive than their female counterparts. Both aggressive and empathic behaviour are considered as indicators of competitiveness in this study. According to the GLOBE research (2014), this dimension indicates the level of aggression, belligerence, and confrontationality in interpersonal interactions inside an organisation. There are workplaces that promote cooperation and friendship among employees and others that encourage rivalry (Dowling, Festing and Engel, 2017). Hofstede claims that male-dominated industries are those that place a premium on monetary achievement, social standing, and material goods in the workplace.

Fiveth, "Long Term Vs. Short Term Orientation," looks at how much weight a society or organisation gives to planning for the future compared to how much weight it gives to winning now. According to Dowling et al. (2017), some companies prioritise short-term goals like increasing revenues or getting the most out of their employees. However, there are businesses whose focus is on the long term, with objectives such as increasing their market share and creating innovative technology. Research indicates that this indicator reflects the company's dedication to its long-term goals.

Dimension 6, Indulgence vs. Restraint, is associated with financial outlays and the satisfaction of organisational requirements. Companies with a limited culture are more likely to have stringent rules and regulations regarding the use of company resources, as opposed to those with an indulgent culture that are more inclined to spend more money on corporate activities. This statistic examines the extent to which things like delaying pleasure, preparation, and saving for the future occur at the individual level (GLOBE

study, 2014).According to the research, this element represents the company's spending habits or culture. There is no such thing as a generic corporate culture, and that includes spend culture (Grey, 2018). It is possible that the successful strategies of one industry or organisation cannot be applied to another. A spending culture that emphasises decentralised decision-making may be suitable in a biotech company, for example, where a rigorous reporting system supports budgeting and purchasing and where lower-level employees are given the authority to handle day-to-day purchases. In a retail setting, where front-line employees often lack access to information due to centralised control of inventory and supply, it may not make much sense.

2.3.2 : Edgar Schein Model (1995)

The core tenet of Edgar Schein's approach is that one may learn about an organization's culture by observing and asking people about their reactions, decisions, and moral compass (Schein, 1995). Culture, according to this paradigm, is a people's ingrained worldview that evolves through time as a result of internal and external pressures and adaptations, based on the functionalist idea. After a set of beliefs has proven useful to a community, they are often considered the de facto standard for how to approach similar problems in the future (Schein, 1995). Artefacts, such as the built environment, employee relations, corporate policies, remuneration systems, etc., provide a starting point for understanding a culture (Schein, 1995).

2.3.3 : Cameron and Quinn Model (2011)

Four(4) fundamental principles—stability, flexibility, integration, and differentiation— make up this model's description of organizational culture. Cameron and Quinn (2011) classified civilizations into four(4) distinct categories according to the aforementioned values. The first is the Clan culture, which emphasizes empowerment and personal growth for all employees and is characterized by a shared sense of purpose and a strong sense of community. The second is the adhocracy style of management, which is great for organizations because it allows them to swiftly put it back together when their goals are met and put it back together again when new ones come up. Thirdly, there's market culture, which focuses on the entity's interactions with its external environment rather than its internal management. The fundamentals of goal attainment are emphasized. According to Cameron and Quinn (2011), the fourth type of culture is known as Hierarchy Culture. This culture is characterized by a strict hierarchy, well-defined roles and responsibilities, and a highly visible organizational structure.

2.3.4 : Deal and Kennedy Model (1982)

According to Nigussie (2018), the Dean and Kennedy model delves into organisational culture via means of feedback. There are four main kinds of corporate cultures, according to the model put forth by Deal and Kennedy (1982): procedure, work hard/play hard, bet your company, and tough-guy macho. There is a strong emphasis on incentives and quick feedback loops in tough-guy macho culture. The work hard/play hard ethos is characterised by little risk-taking and quick feedback. You have a risk-taking culture at your company, but it takes time for the rewards to show. In settings where feedback is scarce or nonexistent, process culture is most likely to prevail.

2.3.5 : Charles Handy Model (1999)

Control in a power culture is distributed in a web-like pattern, with a small number of people engrossed in positions of power. Minimal regulations and red tape characterize a power culture. Members of the role culture work within clearly defined hierarchies and have their responsibilities clearly delineated. Power in these organizations is based on one's status, and there is little room for expert authority; in essence, they are hierarchical bureaucracies. A task culture is characterized by teams that are structured to solve specific problems. Competence is the source of power, and teams cannot function effectively without it. Many reporting lines in a matrix structure are a common feature of task cultures. Finally, in a person-centered culture, each individual thinks they are more important than the group as a whole. Because an organization is defined as "a group of people who share a common goal or set of goals and work together to achieve that goal," maintaining such a group is an enormous challenge (Nigussie, 2018).

2.3.6 : Denison Organizational Culture Model

Initially put up in 1995, the Denison and Mishra model explains organisational culture. The model describes the philosophy of organisational behaviour and stresses the close connection between culture and performance. Culture places an emphasis on participation, consistency, adaptation, and purpose. You can see that each of these elements has three more characteristics in the figure below.
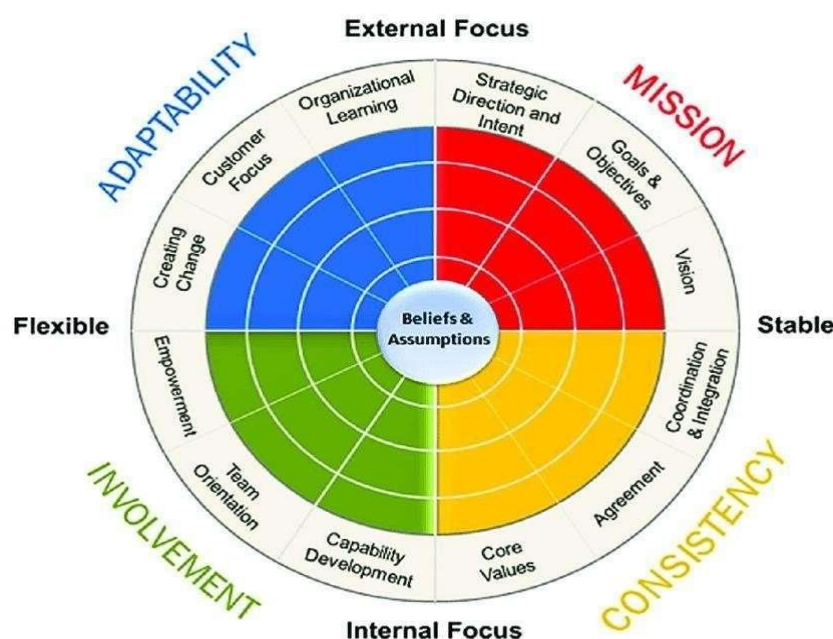
Figure 2.1: Denison Organizational Culture Model Circumplex Adapted from Nigussie (2018).

These theories do have some merit, however a study of employee performance would benefit more from the Hofstede 6-D model. For example, the Denison model is an attractive but flawed tool for academics since it fails to take a holistic view of organizational performance. Denison and Mishra (1995) conceded in their study that not all characteristics of corporate culture were good indicators of how well employees performed. The indexes inside each build are almost identical, yet again. The study instrument's design can

be impacted by this since it can lead to multicollinearity of scales and make the scales appear monotonous (Hair, Black, Babin and Anderson, 2014).

However, Hofstede's model is flexible and may be applied to any type of organization.

2.4 : Measuring Employee Performance

Performance has been defined and evaluated in a variety of ways by different academics. The extent to which an individual accomplishes an organization's goal within a certain context is known as performance (Awadh and Alyahya, 2013). Performance is defined by Nigussie (2018) as the mental and physical ability of employees to complete a variety of tasks to a high standard, and it can be ranked from low to high. Management scholars have offered two main criteria for evaluating workers' productivity. According to Campbell (1990), Kanfer (1990), and Roe (1999), these components are the action element and the outcome element.The action element is the behavior-based component that is usually associated with job descriptions and work conditions. As the subsequent dimension or performance facet, this behavior-based aspect is a strategy for reaching targets. Motowidlo (1997) highlights judgmental and evaluative procedures that demand considerable action-taking when defining performance, despite the fact that performance evaluation can be based on a broad variety of behaviours.

The terms productivity and performance are often thought to mean the same thing. Productivity and performance are interchangeable. In this sense, "performance" and "productivity" mean different things, according to Ricardo (2001). Productivity is a ratio that shows the mass of tasks that have been accomplished in a specific time period, as opposed to performance, which is a component of consistency, job quality, and productivity. As to Armstrong's (2009) definition, performance is the successful completion of a job function that is assessed using the predetermined criteria of accuracy, absoluteness, cost, and speed. Employees' efforts may also be channelled towards the realisation of company objectives.

When all of the above is evaluated, it's clear that employee performance is crucial to any organization's success because it forms the foundation of the company's success. Employee performance, which in turn leads to the organization's successful development, is the fundamental component that contributes to an organization's continuing success (Nigussie, 2018). Organisational performance can be enhanced when all employees carry out their responsibilities in line with predetermined criteria (Chegini, 2010). Therefore, it is reasonable to think of work performance as a key metric that is concerned with the outcomes and achievements of a business. Given the paramount importance of job performance, it is imperative that management conduct thorough evaluations of their personnel to identify the key factors contributing to improved job performance. Researchers have used a wide range of quantitative metrics to examine employee performance in a number of research. According to Vulpen (2018) of AIHR Analytics, there are twenty-one key performance indicators for employees. Among these metrics are overtime rates per employee and management by objectives. Kaplan and Norton's (1992) balance score card approach is

another popular and widely used tool for evaluating performance. In order to gauge how well a company is doing, analysts look at four different dimensions: customer-centric, internal business, financial, and innovation and learning. The original intent of the balance score card was to assess performance on an organisational level, as stated by the US Office of Personnel Management (n.d.). Nonetheless, it remains relevant when considering how to assess the performance of employees. Most of these factors are subjective, according to Silverstein (2018). Therefore, management or a combination of various supervisors and peers should evaluate an employee's performance to remove any chance of prejudice.

In order to back up the claim made by Silverstein (2018), Na-Nan, Chaiprasit, and Pukkeeree (2018) measured employee performance quantitatively from their perspective. Using a five-point Likert scale questionnaire, researchers Na-Nan, Chaiprasit, and Pukkeeree (2018) surveyed 260 Thai assembly line workers for automotive components and came up with thirteen distinct constructs. These items (constructs) were initially validated with the help of exploratory factor analysis (EFA), and then with the help of confirmatory factor analysis (CFA) using three dimensions of employee performance: job time, job quality, and job quantity. The results of the factor analysis showed that the questionnaire is a valid tool for assessing workers' performance, with a reliability composite of 89.4 percent (CR = 0.894) and an average variance extracted of 73.9 percent (AVE = 0.739). To demonstrate the questionnaire's reliability and validity, this was done. The results of the factor analysis, as reported by Na-Nan et al. (2018), suggest that these scales can be useful for both researchers and practitioners when putting ideas to the test in developing nations. The data collected by Na-Nan et al. (2018) is relevant to our inquiry for multiple reasons. Firstly, it's important to note that the polled organisations are involved in the high-tech industry. These groups are like assembly lines for cars. A business that focuses on cutting-edge tech is another good example. Secondly, similar to Nigeria, the nation under scrutiny, Thailand, is a developing nation. Additionally, the results of the factor analysis show that the purported employee performance scale questionnaire can be used in many different ways, either as is or with minor adjustments, across many different industries and situations.

Every single one of the constructions was settled upon, with the exception of the four task quantity metrics. Note that while these ideas are relevant, they do not pertain to IHS Towers, a service company. Manufacturing enterprises, on the other hand, will find the measures to be more appropriate. Regardless, the structure of the questionnaire reflected the individuals' perceptual awareness. These scales are appropriate for the study because they may generate empirical data about employee performance output from the employees' point of view, which is relevant given that the study sample consists of workers of IHS Towers. The survey aims to capture thoughts about the current organisation and is less than three years old, to reinforce.

2.5 : Empirical Review and Hypotheses Development

In this part, we summarize previous research on the topic of corporate culture and its effects on worker productivity. The reviews served as a basis for the hypotheses that were subsequently evaluated in subsequent chapters. Although scholars have shown that organisational culture predicts organisational and employee performance (Irfan, 2016), it would be good to review the concepts and results of other studies on each facet of organisational culture and its effect on performance.

2.5.1 : Organizational Structure and Employee Performance

What makes up an organization's structure is the way its members are structured and the way responsibilities, tasks, and jobs are distributed and given. Formalized orientation amongst an organization's members with regard to the responsibilities, roles, and activities to be carried out inside the organization is another way of looking at it (Ghandi and Chandeur, 2011). Formalization, levels of hierarchy, phases of horizontal consolidation, concentration of power, and modalities of interaction are all parts of an organization's structure, according to Damanpour (1991). It is the process of delegating and carrying out responsibilities. In other words, it's the arrangement and distribution of responsibilities among a company's workers. Such a setup is typically illustrated using an organogram or organizational chart. Similarly, according to Rehman and Abdulrahman (2015), an organization's structure is like a blueprint: it shows off the skills, abilities, leadership, and configurations of the various functional interactions and interactions within the company.

Organisational structure, including hierarchies, control spans, roles, positions, and resources for integration and problem solving, is the bedrock of an organization's ability to coordinate effectively. Entities restrict employee performance by restricting their tasks and the degree of control they have over resources (Walton, 1986). This includes the internal differentiation and defining of relations.

It is essential for every company to establish its own unique structure in order to enhance the effectiveness and efficiency of operations. A company's organisational chart lays out the duties and responsibilities of each employee level. It reveals the principles and standards of conduct of a company. Organisational structures can take several forms, according to Rehman and Abdulrahman (2015). These include divisional, bureaucratic, matrix, and functional structures. A well-defined and formalised structure that specifies the duties of each employee and the procedures for carrying them out inside the organisation enhances organisational success (Oyedeji, 1993).

Based on Hofstede's Power-Distance Index, one can determine the amount of bureaucracy in an organisation by observing its level of participation. (Friedrich Rothstede, 1980). An organisation with a bureaucratic culture places a premium on formality, hierarchy, rules, and regulations. Those in favour of bureaucratic cultures, like Wanjiku and Agusioma (2014), are concerned about the future of uniformity, efficiency, and predictability. Production and service homogeneity are highly valued by members of such a hierarchical culture.

According to behavioural standards, it is desirable to be more formal than informal. Managers consider it their responsibility to efficiently coordinate, organise, and apply basic rules and norms. The organisation has made sure that everyone knows their role, authority, and duties. By recording the entity's many policies, procedures, and standards, it makes employees aware of the need of following the set norms and standards as they execute their work. According to Deshpande and Farley (1999), bureaucratic cultures embrace norms such as formalisation, regular procedures, and hierarchical coordination. Their findings indicate that the bureaucratic organisation increased output from employees.

Hassan, Anwar, Rafique, and Saeed explored the "Impact of organisational structure on employees' creativity: A sector-based study" as well (2014). A close relationship between organisational structure and employees' inventiveness was found in the study. Accordingly, Kampini (2018) investigated the "Impact of organisational structure on employee performance." A company's organisational structure significantly affects worker productivity, according to the study. Additionally, the results demonstrated that a strong organisational structure is critical for improving performance since it encourages employees to give their utmost.

Lastly, Shabbir did research on "Organisational structure and employees' performance: A study of brewing firms in Nigeria" (2017). Organisational structure has a major impact on employee performance in Nigerian brewing enterprises, according to the research. As a result, the research found that breweries should prioritise creating enough structures that work in tandem with all parts of the organisation to increase worker productivity.

2.5.2 : Risk-Taking and Employee Performance

Contrary to popular belief, reducing risk does not entail avoiding uncertainty (Hofstede, 1980; Dowling et al., 2017). Researchers in organizational behavior contend that, instead of avoiding risk, entities should engage in regulated risk taking so that they can learn from their successes and failures (Nigussie, 2018). In business, risk-taking refers to both management and staff members' openness to new ideas and approaches in order to solve challenges, seize opportunities, and innovate in the way the company operates. Being willing to take calculated risks in search of possible rewards is an important trait of entrepreneurs and a driver of innovation (Blois, Cook and HunSaker, 2007). Companies that are progressive, liberal, and creative have realised that in order to increase productivity and overall performance, they need to inspire and motivate their members to take risks instead of being afraid to do so (Blois, Cook and HunSaker, 2007).

Many companies have made risk-taking an integral part of their corporate culture in the belief that it fosters an environment where employees are more likely to be creative and innovative (Garmendia, 2009). To motivate employees to take risks, organizations implement reward systems, create a positive work atmosphere, and have regular orientations (Lunenburg, 2011). Also, some companies don't make their staff wait around for approval from upper management at all times; instead, they give them the green light to do

what's needed to solve problems or advance the company's interests. Such an environment encourages people to take chances, think outside the box, and come up with extraordinary solutions to problems (Lunenburg, 2011).

To prevent blunders and unintended consequences, however, the concept of risk-taking must be clearly communicated to staff. Workers should know that there are some risks that aren't worth taking, some chances that might not pan out, and other problems that require a team approach. Prior to implementing plans and strategies, staff are sometimes required to confer with upper management and discuss them with relevant departmental specialists. Lack of such an awareness can lead to employees' risk-taking practices backfiring and producing undesirable outcomes (Nongo, 2012). That being said, it is essential to provide workers with the right kind of risk-taking training and then give them the freedom to experiment with new approaches to improving their work and the company as a whole. According to the arguments presented above, risk-taking is an integral part of any successful company culture and has a direct correlation to higher productivity.

Irfan (2016) found that Sri Lanka has a low uncertainty avoidance index value because Sri Lankan enterprises are less risk-averse when considering Hofstede's dimensions. An organization's level of risk-taking can be gleaned from its entrepreneurial framework, say Wanjiku and Agusioma (2014). Creativity, invention, dynamism, and risk-taking are emphasized in an entrepreneurial culture, according to Deshpande and Farley (1999). Being in the forefront of leadership, experimenting, and new ideas are more important to these types of firms. Not only can an entrepreneurial culture adapt quickly to changes in the business environment, but it also places greater emphasis on creating change. The culture here encourages people to be themselves and to be adaptable, which helps to spur development.

Shahzad, Iqbal, and Gulzar (2013) conducted an empirical study on the effect of company culture on workers' productivity in Pakistani software development companies, lending credence to the aforementioned claim. Innovation and risk-taking have a substantial and beneficial effect on Pakistani workers' productivity, according to the research. According to the study's findings, people are more committed to achieving corporate goals and their performance improves when there is a culture that encourages risk-taking and creativity. Uddin, Luva, and Hossian (2013) also found a favorable correlation between risk-taking and employee performance. Organizational culture and its effects on performance and productivity were studied in the context of the telecommunications industry in Bangladesh. Employee performance in Bangladesh's telecommunications sector was significantly influenced by risk-taking (and employee involvement), according to the findings. Employee performance and productivity in the ever-changing emergent scenario were found to be significantly influenced by company culture, according to the study.

2.5.3 : Teamwork and Employee Performance

One way to describe a group is as "a formal collection of various individuals with the mutual purpose of advancing their objectives, interests, or wellbeing." Its members hail from all over the world, yet they're bound together by a common set of values, traditions, and aspirations. Within organisations, you'll find departments that house specialised teams of individuals who must collaborate to accomplish the organization's goals. Thus, if there is a problem in one element of the organisation, it might lead to a complete shutdown of all departments, which would completely derail their ability to achieve their goals. The significance of cooperation in organisations is emphasised by Bakker, Schaufeli, Leiter, and Taris (2008) for this same reason. Michigan State University (2019) states that in order for an organisation to have a strong culture of cooperation, its members must share the conviction that they can achieve greater success through working together. This concept dictates the procedures followed for doing things, formulating plans, and making decisions. In the long term, a company's bottom line will improve if its culture promotes cooperation since it leads to higher employee retention rates and lower staff recruiting and training costs. Simply said, when teams are well- established, they work together more closely, which boosts individual performance and the business overall. Consequently, many companies are putting more focus on team building to enhance their capacity to complete organisational responsibilities effectively and efficiently.

Based on Hofstede's (1980) thesis, a solid indication of a company's position on the individualism-collectivism index is the level of cooperation that is shown within the company. Corporate and government-owned firms in Sri Lanka make positive use of collectivism, according to research by Irfan (2016). The reason behind this is that there is a strong moral foundation in the interaction between employers and employees, and that there is also enough understanding between administrative staff and other levels. A number of elements contribute to the improvement of the organization's performance, including a system for collaborative problem-solving, protocols for making choices swiftly, staff cooperation and interactions, and strong communication. The GLOBE study (2014) found that Nigerian businesses prioritise qualities like pride, loyalty, and cooperation among their employees and put a premium on teamwork and shared purpose/goals. This style was assessed using the following criteria: administrative talents, degree to which the organisation exhibited traits like a collaborative team orientation and team integrator, diplomacy, and (reverse rated) malevolence. According to Saad and Abbas (2018), the organization of teamwork is a crucial component in the process of developing an efficient organizational structure. This structure should allow each employee to connect their level of expertise with the task that they are expected to do. Therefore, it is simple for every worker to recognize the ways in which their actions and outcomes are complementary to one another. For this reason, teamwork is absolutely necessary in order to improve both individual and group learning, which in turn affects the performance of the organization.

Employee teamwork, also known as employee engagement, was found to have a direct and significant impact on employee job productivity, according to the findings of a study conducted by Salihu, Salihu, and Musa (2016). This finding lends supportive evidence to the hypothesis that teamwork is favorably associated with organizational performance. In a similar vein, the research conducted by Saad and Abbas (2018) demonstrated that coordinating teamwork has a favorable impact on the occupational performance of employees.

2.5.4 : Competitiveness Level and Employee Performance

The members of high-performing businesses are constantly looking for new and more efficient ways to achieve their goal of continually meeting the expectations of their customers. The findings of a study conducted by Wanjiku and Agusioma (2014) offered empirical evidence that workers prefer working environments that maximize their capacity to be imaginative, inventive, resourceful, self-dependent, and engaged with their coworkers, among other similar characteristics. Their investigation was carried out inside the framework of a non-governmental organization. A competitive culture can be identified by the accomplishment of goals that are both attainable and urgent, particularly those that are driven by financial and market considerations. Within the entirety of the organization, a thriving competitive drive and an orientation toward the maximum of profits were found to flourish. Contracts serve as the foundation for the relationship that exists between employees and the organization in a culture that is driven by the market. When it comes to returns, employees are responsible for making them. The importance of immediate objectives, competitive advantage, market domination, and profitability is highlighted in a competitive culture, according to Deshpande and Farley (1999).

In his research on organizational culture in a variety of nations, Hofstede (2011) highlighted the fact that high masculine countries, like as Germany, placed a strong emphasis on income, acknowledgement, promotion, challenge, affluence, and enormous job stresses in the workplace. On the other hand, countries with a high level of femininity, such as Norway, place a greater premium on empathy toward other people, quality of life, teamwork, a friendly environment, job stability, collaborative decision-making, and fewer job demands.

2.5.5 : Strategic Goal Orientation and Employee Performance

The purpose of setting strategic goals for a company is to outline the plans and expected outcomes of the tactics the company has implemented. The source is Schäfer (2017). An organization's strategic goals are the long-term objectives it plans to attain with the help of its resources and the external forces it must contend with. As stated by Wilmington (2019). An organization's vision and the outcomes it aspires to are defined by its strategic goals. They are typically established by senior management, who are also responsible for giving the kind of leadership that is essential to an organization's success. Management is better equipped to guide and inspire staff when they have clear, measurable, and long- term objectives to

work toward.

In a similar vein, Manning (2019) argues that employees' success and productivity can be greatly affected by the establishment of strategic goals. The focus and effort of workers are affected by strategic objectives. Additionally, they provide workers attainable goals to work toward, which boosts morale and productivity. In a nutshell, when a company sets long-term objectives, it can better manage its resources, make and stick to its budgets, shape the composition of its teams, and inspire and direct its personnel. Finally, it gives detailed information that can be utilized to evaluate the team's performance (Manning, 2019).

In most cases, a company's mission and vision statements will outline its long-term objectives. According to Awadh and Alyahya (2013), successful businesses often have objectives and goals that are focused on the short term. They went on to say that specific goals are established so that employees can understand how their work contributes to the overall mission of the business. The vision of an organization is its raison d'être and the reason it competes in a certain market. Achua and Lussier (2013) argue that a company's culture reveals its shared identity. With the right kind of design, a company's culture can make its employees feel appreciated and respected, which in turn boosts morale and encourages everyone to pitch in to reach the company's objectives. As stated by Uddin et al. (2013), the presence of an issue within a single department or team has the potential to have an effect on the overall capability of the organisation to accomplish its strategic objectives. In light of this, it is becoming increasingly important to concentrate on strategic objectives in order to improve the performance of both individuals and organisations.

Research by Saad and Abbas (2018) on the culture of the Saudi Arabian public sector lends credence to this assumption. According to the results, employees' job performance is positively affected by their goal orientation. According to Sarpong's research (2012), the concept holds water in an African environment as well. The purpose of the research was to determine how the Ghana Education Service's orientation program affected staff performance. The results showed that the Ghana Education Service's performance was greatly impacted by personnel orientation, specifically strategic goal orientation. This finding informed the study's recommendation that, in addition to providing an appropriate work environment, regular, high-quality orientation programs for staff should be planned to boost performance.

Based on their findings, Wanjiku and Agusioma (2014) concluded that when an employee is consistently dedicated to an entity, the entity becomes consistently dedicated to the employee. In most cases, workers assume that the company will recognize and appreciate their efforts with monetary bonuses, career advancement opportunities, and other forms of public recognition. Consequently, workers are legally liable to the business for their actions while on the job. Contrarily, the impact of company mission or strategic aim on employee performance was not accounted for in a recent study on organizational culture by Nigussie (2018). An Addis Abeba, Ethiopia, banking industry was the setting for this quantitative empirical investigation.

2.5.6 : Organization's Spend Culture and Employee Performance

This research uses company spending habits as an operationalization of Hofstede's (1980) Indulgence-Restraint dimension. An organization's spending culture is influenced by the way it allocates funds to various initiatives and assets, including people, procedures, and technology. To put it simply, it's a window into the management style and overarching strategy of a company through its spending decisions (Gray, 2018). Money matters a lot for a company's operations and success, yet different companies spend it in different ways. Some are extremely frugal with their money, while others are eager to put it toward new ventures. Organizations that practice restraint might track production for important reasons, such as strategic planning, enhancement, or benchmarking against rivals. Several areas of an organization's spending are covered by the spending pattern outlined by Burke and Friedman (2011). According to Burke and Friedman (2011), these cost centers help organizations function better.

According to Gray (2018), a company's capital utilization and control practices reveal its spend culture, which is an aspect of the company's personality. The importance of cost as a criterion for evaluating employee performance was highlighted by Burke and Friedman (2011), who demonstrated a correlation between organizational spend culture and performance. Employee input and output costs are considered, and a relationship between the two is established. The totals for each worker's time, energy, and money go into the total. Before adding up the cost per unit, we factor in the overall output and cost. In doing so, the relative worth of an organization's workers is exposed.

Researchers of corporate culture often fail to take organizational spending culture into account, as Gray (2018) pointed out. Spend culture does, however, have an incalculable impact on a company's trajectory, productivity, and success. Organizational growth and future prospects are strongly influenced by the policies, procedures, and practices that govern the use of financial resources.

2.6 : Conceptual Framework

The conceptual framework (Figure 2.2) for this study was constructed and tested based on the literature that was evaluated as well as the process of developing hypotheses. Within the scope of this investigation, the primary purpose was to ascertain the extent to which the culture of the business influenced the performance of the employees, with a particular highlight on IHS Towers. As a result, the variable that serves as the predictor is company culture, which is considered an independent variable. The variable that serves as the dependent variable is employee performance. According to the model, there are six independent variables that are to be examined, which are organizational structure, risk-taking, teamwork, competition, strategic goal orientation, and spend culture.

Additionally, there is one dependent variable that is to be tested, which is employee performance.
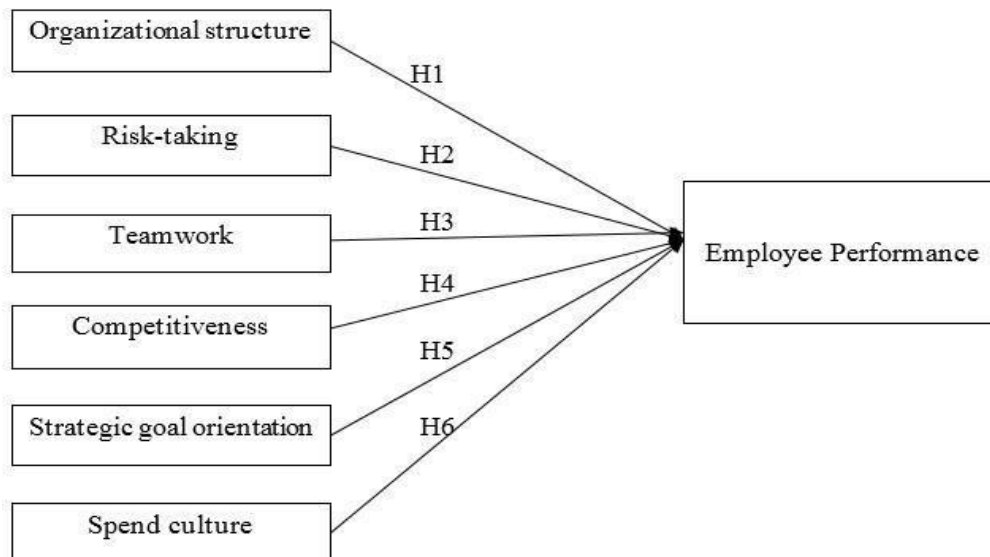
Figure 2.2: Conceptual framework showing hypothesized relationships.

2.7 : Literature Review

As pointed out by Collins and porras (2000), an organization's culture is defined as its members' common understanding of what makes that organization unique. Organizational values and culture, according to members, may be summed up in a few basic traits, and these shared meanings constitute a set of those traits. Job stability, pay, fringe benefits, and working conditions are all factors (Herzberg, 1968; Hackman, J.R., & Oldham, 1967) that do not directly contribute to happiness on the job, but whose absence leads to discontent. Things like corporate policy, methods of supervision, and compensation are examples of things that are not intrinsic to the job itself.

A favorable or negative evaluation of one's work experiences is the emotional state that leads to job satisfaction, according to Locke (1969).

Employees report higher levels of job satisfaction when they believe their needs are being met by their employment, according to research by Kreis and brockopp (1986).

Culture historian Raymond Williams (1992) defined culture as "a whole way of life or structure of feeling," and Valentine et al. (2002) found that dedicated personnel are more likely to embrace and follow company aims and goals. It is a system of signs and the rules that govern their use that indicate potential differences between us. It is also a system of cues on how to rub along or not, with the specifics dependent on the local customs. Thumping anyone who disobeys the norms is a way for certain societies to prove their existence.

Culture was described by Mckenzie (1994) as the transmission of ideas about one's identity through rituals and artifacts. Everyday existence is organized and made meaning of by these identifying resources, which also support a framework of feelings. Even more so when culture is circulated and must negotiate not only with media that can reach millions at once, but also with each other, due to the extraordinary pressures of the modern division of labor, which fragments people's experiences and forces them to constantly negotiate a cultural politics that allows different bits of identity to exist.

According to Schein (1983), the present norms, practices, and policies of an organization are mostly the product of its past actions and the extent to which they were successful. Here we arrive at the very beginning of an organization's culture. They envision the ideal state of the company. Traditional practices and beliefs no longer limit them. The founder of a small organization imposes their vision on everyone who works there.

There was a statistically significant correlation between ownership culture and participation and higher employment rates and sales growth rates in a 1994 study of employee stock of employee stock ownership plan (ESOP) companies in the state of Washington (ownership associates, 1998). In addition, the study found that these types of businesses performed better than those with either no employee participation or some level of employee participation but no ownership at all. The impact of employee stock ownership plans (ESOPs) on business performance was examined in a separate research by the United States Government Accountability Office (GAO) that made use of tax data that is inaccessible to private organizations.

2.8 : Summary

In this chapter, we looked at how company culture affects productivity. From what we can tell from the conversations, most of the studies that have looked at the relationship between company culture and productivity have used theoretical frameworks and models. Among these models are the following: the Denison model, the Deal and Kennedy model, the Edgar Schein model, the Cameron and Quinn model, and the Hofstede 6D model. This chapter aimed to provide a rationale for using Hofstede's model for the study by discussing these notions.

Chapter - 3: RESEARCH DESIGN

3.1 : Statement of the problem

The statement is to know the relation between the organization culture and its impact on employee behavior which is applicable as a strategy to create a ethical value and deal the organization goals very effectively.

Culture, in its simplest form, is a people's shared set of values and ideas that they express through the cultural symbols they encounter in their daily lives.

3.2 : Need of the study

Decides whether the degree of worker execution and occupation fulfillment all things considered increments or diminishes. From the perceptions also, finding.

Hierarchical culture is significant component which profoundly Influences the representative responsibility, work fulfillment and Employee's maintenance. As the authoritative culture impacts.

Taxonomically or on other factors and as a basis for the implementation of any community.

3.3 : Scope of the study

➢ The study is intended to evaluate organization culture and its impact on employee behavior.

➢ A good organization culture is essential to achieve and adopt different culture and strategies to achieve the organization goals in ethical values

3.4 : Literature Review

Hierarchical culture is an important tool for implementing change of power (Yuen, Brockback and Ulrich, 1991). Although not all hierarchical change involves development, there is change in every reliable progression (King, 1990). Although reviews have noted a link between formal culture and association development (Cotter and Heskett, 1992), the impact of hierarchical culture on progress has not been carefully considered.

The accompanying survey of related writing incorporates a conversation of

1) Hierarchical culture,
2) Authoritative advancement,
3) Authoritative culture and development.

The audit of writing will finish up with the commitment of the examination and rundown of the connected writing

Gupta, Bindu; 2011

Hierarchical culture can be filled as a tool to improve profitability and significantly affect outcomes such as long-term management, financial management and benefits, business turnover and liability of the community.

Kevin Zheng Zhou & et.al; 2006

Post-implications of the company-wide study reveal that those technological changes have an immediate and positive impact on implementation, while organizational changes improve the implementation of the company by incorporating specific changes and improving the impact of management changes on implementation. Partnership culture.

Lawrence B. Chonko & et.al; 2002

Hierarchical change will in general zero in on individuals or hierarchical culture, changes which increment basic reflection, adjust the hierarchical personality, or modify the association's perspective by adjusting the qualities, suspicions, furthermore, convictions of the association's laborers and staff Association's way of life, environment, and strategies are proposed as key drivers of an association's status for change

Sharma, Ekta, 2015

Reasons why the company's personnel management system needs to be formalized. The researcher went over potential employment options. Support the Department of Training and Development, the Talent Management System, the Talent Development Process, the Management of Grievances, and the Engagement of Employees. As part of talent management, a self- assessment tool and a self-development process are used.

Dead rick, Dianna L. Stone and Diana U 2015

Superior Work Practices, including exhaustive representative enlistment and choice strategy, motivating force pay, execution the executive's framework, and broad representative association and preparing, can improve while urging nonperformers to leave the firm.

Kim, Taesung, 2015

Representative and profession advancement intercessions have an altogether sureeffect on hierarchical interaction. The research likewise showed a positive linkage in client skills are positive an authoritative human resource.

Khan, Dr. Nasser S. Al-Kahtani & Dr. Nawab Ali, 2014

Representative execution has solid relationship with the recorded boundaries that incorporate Organizational turn of events. Preparing and Improvement, Performance Appraisal, Participative The executives, nature of work life, prizes and government assistance measures consolidated on worker execution.

Dhingra, Kamlesh Ghakkar & Vasudha, 2014

This study examines the extent to which public sector organizations in India, including BSNL and MTNL, have used fifteen distinct staff development technologies. According to the study, employee development practices in the public sector are rarely adopted. Personnel development in the public sector should be a continuous process and not a one- off event. At BSNL, high visibility assignments and e-learning are important, while professional training and cross-cultural training are low. Developmental assessment, mentoring, coaching, career planning and legacy planning Emphasizes MTNL planning, job rotation, job sharing, behavioral training, leadership training, self- directed learning, and extended assignments.

Waheed, Abdul Hameed & Aamer; 2011

Representative advancement exercises are vital for the representatives as the exercises are performed, it demonstrates that association thinks often about their representatives and needs them to create A theoretical model was created by Abdul Hameed and Aamer Waheed through the examination study that portrays the effect of worker improvement on representative execution. The scientist proposed the model demonstrating that representative advancement through instructing, preparing and improvement, strengthening, worker investment and assignment of authority leads to employee performance.

Mittal, Shweta; 2011

Challenge, independence, amazing outward rewards and, above all, freedoms to learn are techniques for worker improvement, execution evaluation, preparing, criticism and other arranged formative exercises combined with empowering environment helps a representative to acquire abilities and understand their latent capacity.

Dhingra, Kamlesh Ghakkar & Vasudha, 2014

investigated 15 unique representative turn of events rehearsals and the degree of execution in Public Sector Units in India, specifically BSNL and MTNL. concentrated on the examination of these 15 rehearsals. After doing the research, the scientist came to the conclusion that the Public Sector occasionally engages in employee promotion practices. This trend is obvious in BSNL through professional training and preparation across the culture due to the fact that worker advancement action in the public sector should be a continual cycle of advancement rather than a one-time action, high visibility assignment, and E. The following are some of the more explicit aspects of MTNL: formative assessment, mentoring and counseling, career planning, succession planning, job rotation, job sharing, behavioral training, leadership training, self-directed learning, and extension work.

Jiseon Shin, M.Susan Taylor & Myeong-Gu SEO; 2012

Hierarchical prompting as theoretical formative segments like preparing for future positions, profession improvement, open correspondence with higher the executives, consolation to partake in hierarchical dynamic, execution criticism and deferential treatment from higher administration including advancement openings, serious compensations and rewards, great medical services and clinical benefits are discovered to be steady practices for change.

3.5 : Objectives of the study

1. To find out the Organizational culture followed in company.
2. To promote individual learning; communication; and enhance organizational values; Group decision making; and conflict solving.
3. To find out the relationship between organizational culture and the employees.
4. To find out the satisfaction level of employee.

Main objectives

➢ Job fulfillment level Job Satisfaction
➢ Finding the Right People
➢ Organizational Culture

3.6 : Research Methodology

3.6.1: Research design

➢ The research configuration utilized in this report is illustrative examination plan. The spellbinding exploration configuration alludes to where the information, populacein the examination can be portrayed. This strategy for research configuration incorporates noticing and afterward depicting the information or the subject of study with no impacting.

➢ The investigation depends on Primary and Secondary Data technique. The essential information is gathered through poll technique. Furthermore, the auxiliary information is been gathered through web, diaries, and so on.

3.6.2: RESEARCH GAPS

Literature on Open Innovation and Open Business Models has been evolving over the last 10 years. Much of the writing focuses on the development of topics. Recently, for the past three years, the service has become a hub of innovation with regard to in the field of trellix, there has been some scientific research into the improvement of management and the development of services related to the open stages of transmission. However, there are not many empirical tests on how Open Innovation and Open Business models have really helped improve the trellix private sector.

There are gaps in the areas where the current test is written:

➢ How common are Open Innovation and Open Business models in the field Trellix pvt ltd worldwide.

➢ Observations and recommendations based on empirical findings, the method of observation dealing with the test is not in the current writing. Moreover, very little is written about communication in developing economies such as the Brazil, Russia, India, Chain and South Africa (BRICS) countries. The test is questionable at the company level and at the division level. There are a large number of articles, white papers and samples by industry examiners and groups describing samples and influencing factors, but the actual test papers in the diaries are very large and do not have a date.

3.6.3: Sample frame

The investigation depends on the reactions of the representatives and services gave to trellix area

3.6.4: Sample size

59 Employees of organizational culture it's impact on employee behavior in Trellix organization sector.

3.7 : Limitation of the Study

➢ The study was completed using a small sample size representing 10% of the total population.

➢ Representative profitability or confidential yield reports are not available for testing. With these reports the actual implementation perspectives can be focused. Not everyone in the community is tested.

➢ Defendants were reluctant to fill out the form and rejected the sizes.

➢ Results in research are approximate and may vary somewhat

3.8 : Chapter Schemes

Chapter1- Introduction

Chapter-2 Theoretical background and literature review Chapter-3 Research design

Chapter-4 Analysis and Interpretation

Chapter-5 Finding, conclusion and suggestions

Chapter - 4: DATA ANALYSIS & INTERPRETATION

The most important step after collection of the data is to analyses and interpreted the data on thebasis of data collected. The data is collected through questionnaire method. Data collected is analyzed and interpreted using the graphs (charts)

Table 4.1: Table showing the age of the respondents

SL NO.	Particulars	Frequency	Percentage
1	18 - 25 years	54	90%
2	26 – 35 years	5	10%
3	36 – 45 years	0	0
4	Above45 Years	0	0
Total		59	100%

Inference: the table 4.1 shows that 90% of the respondent's lies between the age group of 18-25years, 10% of the respondent's lies between the age group 26-35 years and only 1.7% of the respondent's lies at the age group of 36-45 and none of them in 45 years.

Figure 4.1: Graph showing the age of the respondents
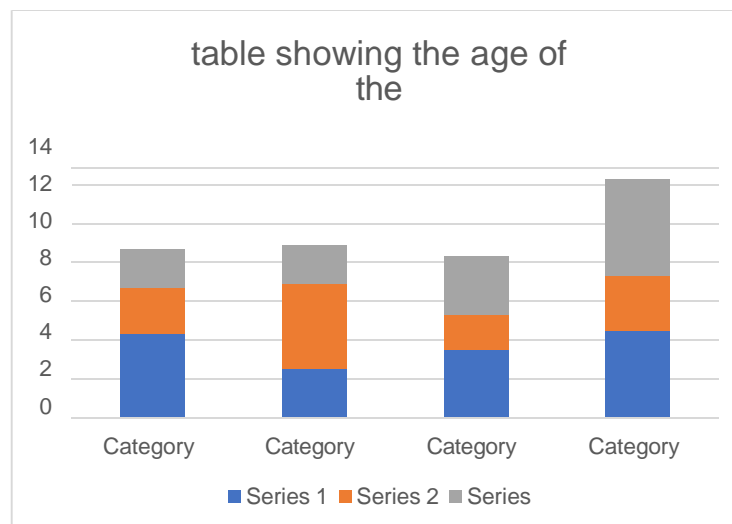

Inference: The above chart shows that the majority of the employees working at corporate sector lie in the age group between 18-25.

Table 4.2: Table showing the marital status of the people working in the corporate sectors

SL NO	Particulars	Frequency	Percentage1
1	married	4	8%
2	unmarried	50	82%
3	others	5	10%
Total		59	100%

Inference: The table 1.2 represents the marital status of the employee Working in the corporate sector (80%) 50 respondents are married and (10%)4 respondents are unmarried and the remaining5 respondents (10%) in other relationship status.

Figure 4.2: Graph showing the marital status of the people working in the corporate sectors
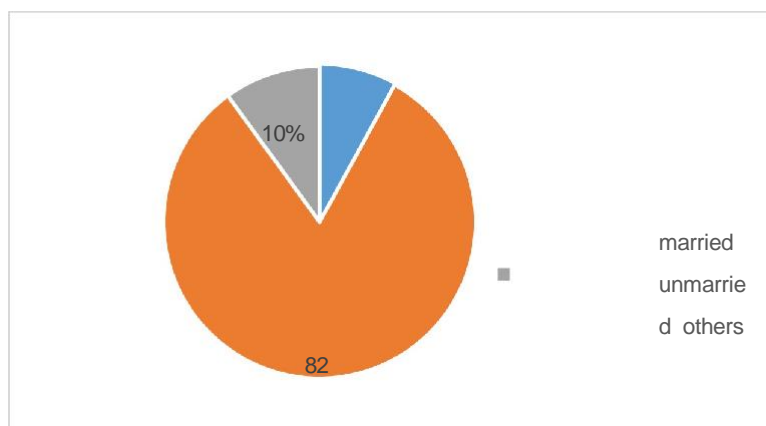
Inference: This graph indicates that the majority of the people working in the organization and theservice provider are unmarried and very few employees are married in the organization and remaining in the other relation status**.**
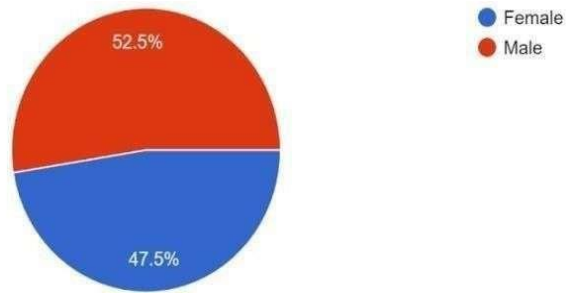
Table 4.3: Table showing the gender of the respondents in the corporate sector

SL NO	Particulars	Frequency	Percentage
1	Male	34	52.5%
2	Female	25	47.5%
3	Total	59	100%

Inference: Total respondents in the survey are 34 (52.5%) and 25 respondents are female category(47.5%) employees are together working in the table represents that out of 59 respondents 25 people(47.5%) are females.

Figure 4.3: Graph showing the gender of the respondents in the corporate sector

4. Gender
59 responses

Inference: The above chart shows that the majority of employees working in corporate sector lie and their gender equity around the organization and its working sector and no discrimination in thegender basis.

Table 4.4: Table showing the Respect level in the organisation

Sl no	Particulars	Frequency	Percentage
1	Not respected	10	11.7%
2	Respected	40	63.3%
3	Sometimes	7	18.3%
4	Not bad	3	6.7%
total		60	100%

Figure 4.4: Graph showing the Respect level in the organization

8. Do you feel respected by your team and the organization?
60 responses
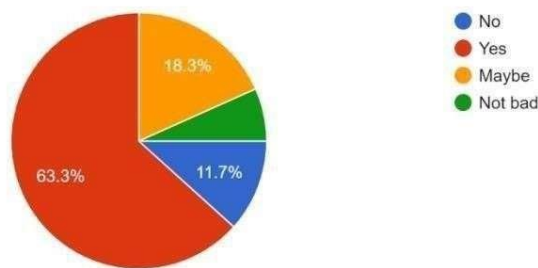
Inference: The table 1.4 represents that the respected and satisfied feeling in the organization out of 60 respondents 10 (11.7%) respondents are not respected and 40 responded (63.3%) that they arerespected and satisfied and 7 responded (18.3%) that they are sometimes respected and 2 out of 59responded (6.7%) that they were respected and employees were not bad in the organization

Table 4.5: Table showing the initiative and the leadership exhibited in the organization

Sl.no	Particulars	Frequency	Percentage
1	Usually,	11	25.9%
2	Sometimes	35	44.8%
3	Always	9	22.4%
4	Not at all	4	6.9%
Total		59	100%

Inference: Table no 1.5 states that the initiative and leadership opportunity given or appreciatedamong the employees out of 59 employees 11 responded (25.9%) that they exhibit their leadership skills and 35 responded (44.8%) that they have a leadership opportunity sometimes and 9 responded (22.4%) that they are always given a chance to leadership exhibited in the organization and 4 responded that they were not at all had a chance to exhibit their leadership inthe organization.

Figure 4.5: Graph showing the initiative and the leadership exhibited in the organization.
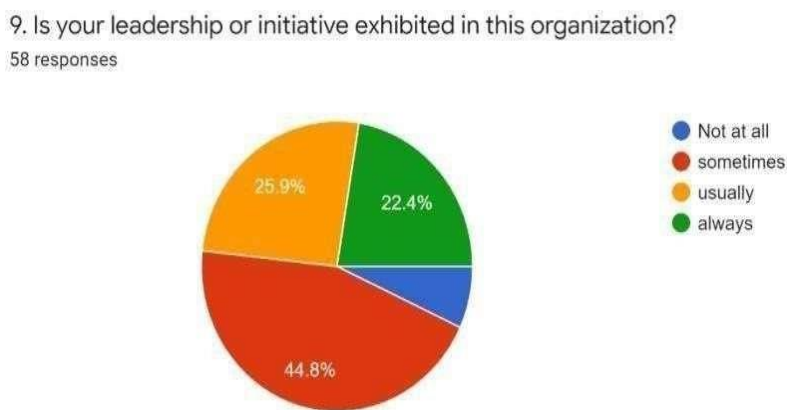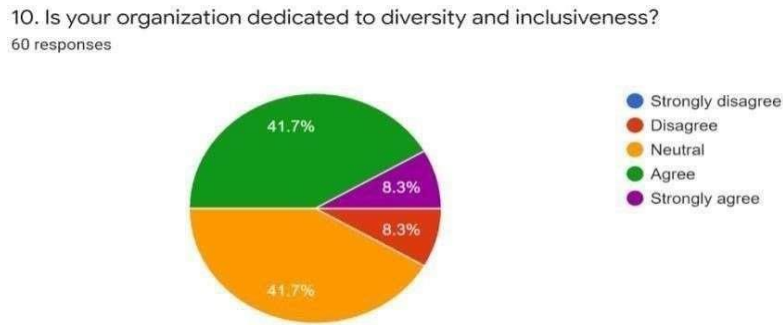

Inference: This graph indicates that the opportunity given to them to exhibit their leadership skillsin the organization it is an inference that the overall organization culture which deals with the leadership skills given to them here in graph 1.5 that the majority 44.6% states that only sometimesthe leadership opportunity is given to the mand 25.9% says that according to the survey usually or opportunity is given to initiative skills and 22.4% intents that always obviously they are grabbed with the skills and 6.9% tells that they are not at all given an chance to initiate in the organization

Table 4.6: Table showing that whether the organization is dedicated to diversity and inclusiveness

Sl no	Particular	Frequency	Percentage
1	Strongly disagree	6	8.3%
2	disagree	7	8.3%
3	Neutral	23	41.7%
4	Agree	23	41.7%
5	Strongly agree	0	0
Total		59	100%

Inference: Above Table says that if the organization is dedicated to diversity and inclusiveness according to the survey out of 59 responses 6 responded (8.3%) that they strongly disagree and 7 responded (8.3%) that they disagree that they don't maintain the diversity in the organization and 23 responded (41.7%) that they agree in diversity in the workplace and 23 responded that they just agree that they had a dedication and diversity towards the work in the corporate sector.

Figure 4.6: Graph showing that whether the organization is dedicated to diversity and inclusiveness

10. Is your organization dedicated to diversity and inclusiveness?
60 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Inference: The graph indicates that how many of the employees have diversity and dedication towards the work where the majority of the people that i.e., 41.7% of the employee have a gooddedication towards the work which is the important sector in the organization culture. 41.7% of the responded that they are neutral, they either have diversity in the working place or might not be there which is demanded according to the situation of the work and other 8.3% of the employee responded that they strongly agree with the dedication the in organization and 8.3% they strongly agree diversity.

**Table 4.7: Table showing the understating how the work impacts theorganization's business goals**

Sl no	Particulars	Frequency	Percentage
1	Yes	50	80%
2	no	5	11.7%
3	maybe	4	8.3%
Total		59	100%

Inference: The table tells that out of total 61 respondents only 50 of them (80%) of them tells yes that the organization culture impacts the organization goals and 5 responded that (11.7%) tells that they don't agree with the statement and 4 responded that (8.3%) of them say that they don't agree with the question and 4 responded that (8.3%) of them might agree or may not agreewith the statement

Figure 4.7: Graph showing the understating how the work impacts the organization's business goal.

11. Do you understand how your work impacts the organization's business goals?
60 responses
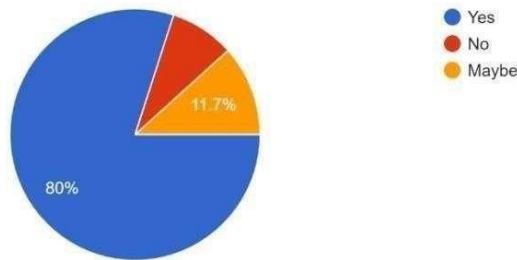
Inference: The graph represents that they 80% agree that of the employees have better understating which directly impacts the organization's business goals and which is a very important factor in the organization culture and 11.7% responded that sometimes agree it is important that organization culture impact the overall goals and aims 8.3% of the employees saysthat they don't agree that the work impact the organization goals in the corporate sector of the company.

Table 4.8: Table shows that the organization operates in a socially responsible manner.

Sl no	Particulars	Frequency	Percentage
1	yes	32	51.7%
2	no	10	11.7%
3	May be	17	36.7%
Total		59	100%

Inference: This table says that the organization is operates in a socially responsible manner outof 59 respondents 32 responded (51.7%) that they are socially responsibly respected in the organization and 10 responded (11.7%) that they are not socially respected in the working placeand out of 59. 17 responded (36.7%) that sometimes maybe they are respected socially and sometimes they might be based on the situation of the employee.

Figure 4.8: Graph shows that the organization operates in a socially responsible manner.

13. Do you think the organization operates in a socially responsible manner?
60 responses
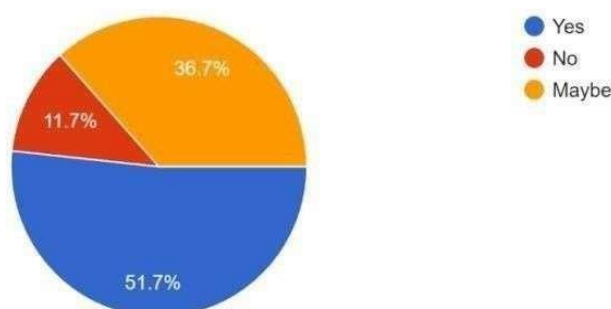
Inference: The graph represents that whether the organization is socially respecting the employeesin the working sector the survey resulted that 51.7% of the employees in the organisation are sociallyrespected in the organization which is an important part of the organisation culture to reach the organisation goal and 36.7% responded that only sometimes or may be respected in the organisation this happens on the basis of the situation and 11.7% says that they are not respected socially in the organisation .
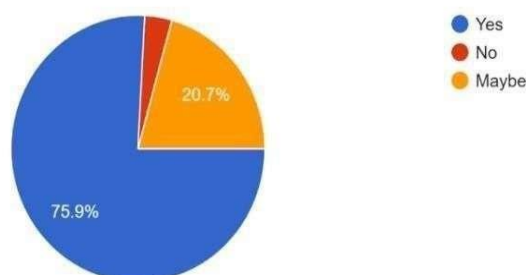
Table 4.9: Table indicates that the organization's work is positively impacting the employees in the organization

Sl no	Particulars	Frequency	Percentage
1	Yes	46	75.9%
2	No	3	3.4%
3	maybe	10	20.7%
Total		59	100%

Inference: this table indicates that the employees are the organization's work is positively impacting the employees in the organization out 59 employees 46 (75.9%) responded yes that theypositively impacting towards the work and 3 of them responded that (3.4%) said that they not impacted positively towards the work in telecom sector and 10 responded that (20.7%) of the employees in the organization are maybe sometimes are impacting the employees and sometimes they are not impacting the employees.

Figure 4.9: Graph indicates that the organization's work is positively impacting the employees in the organization.

14. Are you satisfied that the organization's work is positively impacting the employees in the organization?
58 responses

- Yes
- No
- Maybe

75.9%
20.7%

Inference: This graph indicates that the organization's work is positively impacting the employeesin the organization and this is the responses of the employees in the corporate sector the majority ofthe employees that is 75.9% of the employees are indicating the positivity towards the work whichgives a satisfied feeling towards the work and 20.7% of the employees are sometimes feeling positivity and sometimes not which Is dependent on the work and 3.4% of the employees are not impacted positively in the corporate sector.

Table 4.10: Table shows that whether the employee's culture is positively impacting the organization objective.

Sl.no	Particulars	Frequency	Percentage
1	Yes	35	71.2%
2	No	3	6.8%
3	May be	21	22%
Total		59	100%

Inference: The table says that the work of the employee culture is positively impacting the objective of the company out of a survey of 59 employees 35 responded(71.2%)of them said that their work positively impacting the organization objective and 3 responded that(6.8%) that they don't agree for the statement and 21 responded(22%) that they sometimes might agree and sometimes don't agree with the statement as it is depended on the situation.

Figure 4.10: Graph shows that whether the employees culture is positively impacting the organization objective

15, Are you satisfied that the organization's work is positively impacting the employees in the organization?
59 responses

Inference: The graph indicates the overall objective of the organization impact by the employees culture 71.2% majority of the people responded that they strongly agree with the statement and 6.8%of the employees said that there is no relation between the objective and culture and didn't not agree and 22% of the employees said they maybe sometimes it is applicable according to the situation ofthe employees culture and the work in the organization.

Table 4.11: Table showing the organization having the safe working environment for all the employees

Sl no	Particulars	Frequency	Percentage
1	Yes	32	65%
2	No	24	28.3%
3	May be	3	6.7%
Total		59	100%

Inference: The table indicates that the organisation having the safe working environment for all theemployees out of 59 respondents 32 of the employees responded (65%) that they get wisdom working environment and 24 said (28.3%)that they are not having a peaceful and safe working environment in the organisation. And 3 responded that they are sometimes feeling that they have wisdom and sometimes not depending on the working condition of the organization.

Figure 4.11: Graph showing the organization having safe working environment for all the employees

17. Does your organization have a safe working environment for all the employees?
60 responses
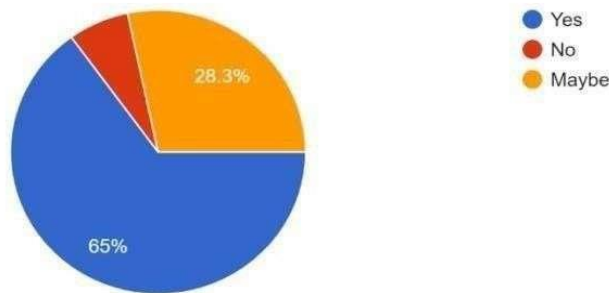
Inference: The graph indicates that percentage of the employees in the corporate sector having a safe working surrounding in the organization from the survey conducted 65% of the employees havea safe working sector and have a satisfied feeling towards the work and 28.3% of the employees said the 28.3% of the employees are sometimes or maybe feeling safe or may not be feeling safe towards the work and 6.7% of the employees are not feeling safe towards the work in theorganization.

**Table 4.12: Table shows that the manager /supervisor share decision making power with employees**

Sl no	Particulars	Frequency	Percentage
1	Yes	32	41.7%
2	No	8	28.3%
3	May be	19	30%
Total		59	100%

Inference: The table says that whether the manager/supervisor share decision making power with employees out of a survey of 59 respondence 32 employees responded(41.7%) that their manager /supervisor shares their decision share the power with employee and 8 responded (28.3%) that their manager does not share their ideas and the decisions with employees and 21 responded that(30%) that the manager does not share the decision with them in the organization.

Figure 4.12: Graph shows that the manager /supervisor share decision making power with you.

18. Does your manager/supervisor share decision making power with you?
60 responses
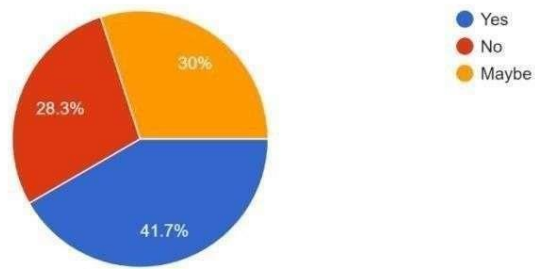
Inference: The graph indicates that whether the manage/supervisor shares the decision in the organization in a survey majority of the employees that is 41.7% of the employees says that theirmanager share their feeling or decision among the employees who share their importance and 28.3% of the employees says that their manager does not shares the idea with them which is a part of the organization culture and 30% of the employees in the organization says that may be sometimes they might share and sometimes they might not share their the ideas.

Table 4.13: Table shows that team work and cooperation within the organization.

Sl.no	Particulars	Frequency	Percentage
1	Strongly disagree	2	3%
2	disagree	6	5%
3	neutral	16	38.3%
4	agree	34	48.3%
5	Strongly agree	1	2%
Total		59	100%

Inference: The table speaks that team work and cooperation within the organisation out of 59 responses of the employees 34 employees responded(48.3%) says that the employees in the organisation maintain a culture of teamwork and cooperation within the organisation like friendscolleagues among them and 16 responded (38.3%)that there is neutral they might be and they might not be teamwork among themselves and 6 responded (5%) that they disagree with the teamwork with in the organization and 2 of them responded (3%)that they totally disagree with the relationship and team work among themselves and finally 1 responded that he totally responded that he have a complete good relationship with in the organization.

Figure 4.13: Graph shows that team work and cooperation within the organization.

19. Is there a culture of teamwork and cooperation within the organization?
60 responses
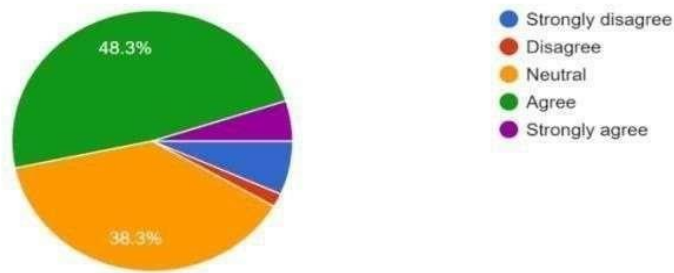
Inference: The graph indicates that relationship and the team work and cooperation within the organization according to the survey conducted it resulted that majority of the people that is 48.3% of the employees in the organization says that they have a good relation and team work is good which is the important part of the organization culture and 36.3% of the employees said that they are neutral in the cooperation among the team 3% of the employees strongly disagree with the team work and 8% of the employees disagree and 2% of the people strongly agree with the teamwork and cooperation in the corporate sector which is an important sector in the organization for the smooth functioning.

**Table 4.14: Table says over all opinion of the various culture and adaptation and its satisfaction**

Sl no	Particulars	Frequency	Percentage
1	Strongly agree	11	15%
2	agree	31	51.7%
3	neutral	13	31.7%
4	Disagree	2	0.8%
5	strong disagree	2	0.8%
Total		59	100%

Inference: The table indicates that says over all opinion of the various culture and adaptation and its satisfaction in the working organization out of a survey it finalized out of 59 employees 11 responded (15%) of the employees said that they strongly agree with the adoption of the culture and 31 responded (51.7%) that they are agreed to the overall opinion of the various cultures and 13 responded (31.7%) that its neutral with the cultural adoption among various employees and 2 responded (0.8%) that they disagree with the adoption and satisfaction of the various culture and 2 of the employees (0.8%) of them strongly disagree with all opinion of the various culture and adaptation and its satisfaction.

Figure 4.14: Graph says over all opinion of the various culture and adaptation and itssatisfaction

20. over all opinion of the various culture and adaptation and its satisfaction ?
60 responses
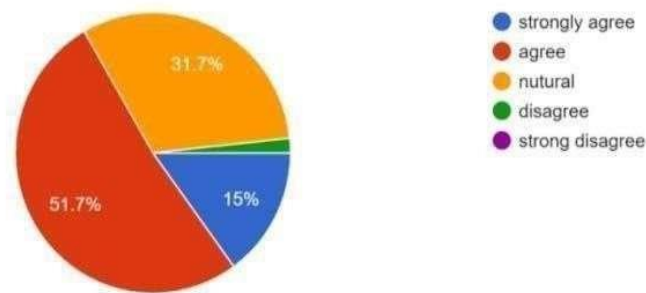
Inference: The graph indicated that various culture and adoption and its satisfaction majority 51.7% of the employees in the telecom organization said that they agree and adopt various cultureand its impact in the business goals and 31.7% of the employees are neutral that they might agreeand they might not agree with the satisfaction as it depends on the working sector and the work conditions and 15% of the employees said that they completely agree with the organization culture in corporate sector adoption of the culture among the various employees which directly implies in the business and the organizational objective and the smooth functioning and successof the sector.

Chapter - 5: FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 : FINDINGS OF THE STUDY

1. From Figure 4.1 we know that 91.4% of respondents who are working are of the age group 18 to 25, and 8.6% of respondents are of the age group 26 to 35.

2. From Figure 4.2, we know that 52.5% of the respondents are males and 47.5% of them are females.

3. From Figure 4.3, we know that 90% of the respondents are unmarried and 10% of them are married.

4. From figure 4.4, we know that 25% of the respondent's rate 5 on a scale of 1 to 5 for recommending the organizations to their friends, 28.3% of respondents rate 4, 30%of respondents rate 3, and16.7% of respondents rate 2 on a scale of 1 to 5 for recommending the organization to their friends.

5. From Figure 4.5, we know that 75% of the respondents are comfortable with the workplace culture in the organization, 23.3% of respondents are not satisfied, and 1.7% of respondents say that maybe they are satisfied.

6. From Figure 4.6, we know that 63.35 of respondents feel that they are respected by their team and the organization, 11.7% of respondents feel that they are not respected by their team or the organization, 18.3% of respondents feel that may beyes, they are respected by their team or the organization, 6.7% of respondents feel not bad they are being respected by the team and the organization up to some extent.

7. From Figure 4.7, we know that 46.7% of respondents feel that sometimes their leadership or initiative is exhibited in the organization, 25% feel that they are usually exhibited, 21.7% of respondents say that they are always exhibited, and 6.7% of respondents feel that they are never being exhibited.

8. From Figure 4.8, we know that 50% of respondents feel that the organization is dedicated to diversity and inclusiveness, and 50% of the respondents feel that it is not dedicated.

9. From Figure 4.9, we know that 80% of respondents understand how their work impacts the organizations business goals, 8.3% of respondents say that they do not understand and 11.7% of people say that maybe they no or maybe they do not know.

10. From Figure 4.10, we know that 69% of people feel that the organizations work is impacting the employees and 31% of respondents feel that the organizations work does not impact the employees in the organizations.

11. From Figure 4.11, we know that 51.7% of respondents feel that the company is working with social responsibility, 10.3% think that the company is not working with social responsibility, and 37.9% of people feel that. That means yes and no.

12. From Figure 4.12, we know that 20.7% of people are completely satisfied with the general job security in the organization, 43.1% of the respondents are completely satisfied with the general job security in the company and 36.2% of the respondents feel that they are well with the general job security in the company.

13. From Figure 1.13, we know that 65.5% of partners feel that all employees in the organization have a safe work environment, and 27.6% do not know whether all employees in the organization have a safe work environment, while 6.7% respondents feel that not all employees in the organization have a safe working environment.

14. From Figure 4.14, we know that 43.1% of respondents feel that their managers/ supervisors share decision making power with them, 31% of respondents are not sure about this and, 25.9% of people feel that their managers/supervisors do not share the decision-making power with them.

15. From Figure 4.15, we know that 50 % of people agree that there is team work and coordination within the organization, 50% of people are not sure if there is team work and cooperation within the organization.

16. From Figure 4.16, we know that 51.7% of people agree with overall opinion of the various cultures, adaptation and satisfaction in the organization, 13.8% of people strongly agree with the overall opinion of various cultures, adaptation and satisfaction in the organization, and 32.8% of people are not sure if they agree or disagree with the overall opinion of the various cultures, adaptation and satisfaction in the organization.

5.2 : SUGGESTIONS

After going through the results obtained by the research, I would like to suggest that since, more than 70 % of respondents either do not want or are not sure if they have to recommend the organization to their friends, the organizations must work on maintaining a good organizational culture and working environment for all the employees in the organization. The research says thataround 25% of people are not satisfied with the working culture of the organization and hence the organizations must improve the working culture inside the organization. And around 35% of people feel that they are not respected by their team or organizations and this might put down the value of the organization, more than 25% of the people feel that their leadership

and initiatives arenot exhibited in the organization, which can leave a bad impact on the performance of the employee and also affects the quality of work of the employee.50% of the people feel that the organization is not dedicated to diversity and inclusiveness, so the organizations must also dedicateto diversity and inclusiveness. Around 20% of employees do not understand how their work is impacting the organizational business growth and it is important for the organizations to make sure that the employees know how their work is helping in the organization business growth. Around 50% of people feel that the organization does not work in a socially responsible manner, so the organizations must work in a socially responsible manner and must involve in CSR (Corporate Social Responsibility) activities and donate for some causes which leaves a good impression on both employees and the citizens about the organization.

More than 35% of the respondents feel that they are just ok with the job security of in the organization so the organization must make sure that they are providing the best job security forall the employees in the organization. Around 35% of the respondents feel that they do not have a safe working environment for everyone working in the organization, this the most important thing that must be taken care very soon by all the organization, because the if the organizations do not provide a safe working environment, then the employees do not feel safe to work in the organization, and it may also affect the reputation of the organization and also it increases the attrition rate of the employees.

More than 50% of the respondents feel that the managers/supervisors do not share the decision- making powers with then so the organization must make sure that they do give some decision-making power to the employees and which will build confidence in the employees on the organization.

And more than 50% of the people feel that there is no team work and cooperation in the organization so the organization must make sure that there is a good team work and cooperationin the organization which will help in better performance of the organization and improves the results.

More than 30% of people do not agree with the different cultures and adaptations followed by the organizations so the organizations must make sure they follow the best cultures and practicesin the organizations, and which can improve the employee loyalty towards the organization andalso the employees are also motivated always.

5.3 : CONCLUSION

From the above results I would like to conclude that most of the respondents feel that the organizations are not good in maintaining a good working culture, job security, team work, cooperation, working culture and also motivating employees.

So, the organizations must follow various strategies to improve these factors which will improvethe organizational culture and has a good impact on employee behavior towards the organization.All these factors help in the organizational business growth, employee performance, employee work quality, and employee loyalty towards the organization.

The exploration of how culture impacts motivation, behavior, performance, job satisfaction, and innovation revolves profound truth: the heart of an organization success lies in its ability to foster a culture that resonates with the values, aspirations of wellbeing of the organizational sector.

A positive culture can will have a positive impact on the employees where as a negative work culture can lead to high turnover rates and lower productivity.

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ANNEQURE QUESTIONNAIRE

1:Name

2:Age

3:Marital status

4:Gender

5:on a scale of 0-5, how likely are you to recommend our organization to your friends and colleagues due to the culture. 0

- 1
- 2
- 3
- 4
- 5

6: Do you feel respected by your team in the organization?

- No
- Yes
- Maybe
- Not bad

7: Is your leadership or initiative exhibition in the organization?

- Usually
- Sometimes
- Always
- Not at all

8: Is your organization dedicated to Diversity and inclusiveness?

- Strongly disagree
- disagree
- Neutral

- Agree

- Strongly agree

9:Do you understand how your work impact organisation's business goals?

- Yes

- NO

- Maybe

10: Are you satisfied that the organisation's work is positively impacting the employees in the organisation?

- Excellent

- Good

- Average

- Poor

11: Do you think the organization operates in a socially responsible manner ?

- Yes

- NO

- May be

12: Does your organization have a safe working environment for all the employees?

- Yes

- No

- Maybe

13: Does your Managers / superiors share decision making power with you ?

- Yes

- NO

- Maybe

14: Is there a culture of teamwork and cooperation within the organization?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

15: overall opinion of the various culture, Adaptation and it's satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

MBA PROJECT

SL.NO	PARTICULARS	
1	Name of the Student	MEGHA N S
2	Registration Number	P03MM22M015107
3	Name of the College Guide	Dr. SARANBIR KAUR
4	Title of Project	"STUDY ON ORGANIZATIONAL CULTURE AND IT'S IMPACT ON EMPLOYEE BEHAVIOUR IN TRELLIX"
5	Name and Address of the company/Organization where project undertaken with date of starting Project	Musarubra Software India Private Limited (Trellix) Embassy Golf Links Business Park, Pine Valley, 2nd floor, off. Indiranagar Kormangala Int, Ring Road, Bangalore, Karnataka, India - 560071
6	Progress report : A brief note reflecting, number of meetings with Guides, places visited, books referred, meeting with persons, activities taken up, preparations done for collection and analyses of data etc.,	**Met Guide a number of times for finalization of the topic and subsequent action.** **Library:** College library **Meetings:** Met Guide for finalization of the topic and discussion of data collection. **Completion:** Introduction, Objectives, Literature review, Company profile.

Date:

MEGHA N S

Signature of the Candidate   **Signature of the Guide**

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