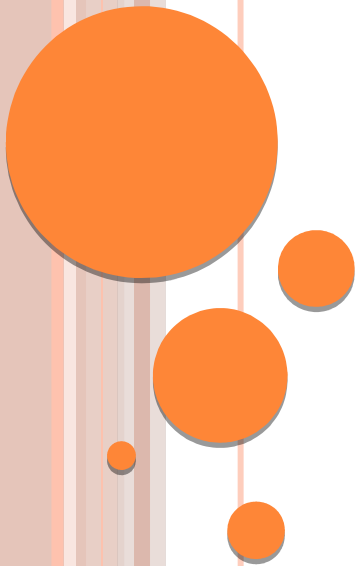


ROLE OF CORPORATE CULTURE IN BUSINESS



What is Culture?

Culture is a complex system of behaviour, values, beliefs and traditions which is transmitted through generations.

Culture is beliefs, customs, traditions and values shared by the members of the organisation. It is the set of important understanding that members of a community share in common



○ **What are the elements of culture?**

Language, Nationality, Sex, Education, Profession, Ethnic group, Religion, Social class, Corporate culture
Family, Values, Norms, Attitudes, Customs

What are the characteristics of culture?

- Every culture has its own identity.
- Culture defines the internal environment.
- It differentiates one company from another company.
- Culture is relatively stable.
- It is perceived by members.
- It controls attitude, behaviour and performance of the employees.
- Culture is learned and not biological



○ **What is a corporate organization?**

A corporation is a business or organization formed by a group of people, and it has rights and liabilities separate from those of the individuals involved.

A company's culture will be reflected in its dress code, business hours, office setup, employee benefits, turnover, hiring decisions, treatment of clients, client satisfaction and every other aspect of operations



WHAT ARE THE TYPES OF CULTURE?

- Authoritarian
- Participative
- Mechanistic-
- Organic
- Dominant sub culture-
- Academic culture
- Baseball Team culture
- Club Culture
- **Fortress culture**



◦ **Academy Culture**

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

◦ **Baseball Team Culture**

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

◦ **Club Culture**

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

◦ **Fortress Culture**

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



ROLE OF CORPORATE CULTURE

- Corporate culture can make your business stronger
- Corporate culture should convey how the business sets expectations
- all departments plays a vital role in the success of a small business
- Corporate culture can have a direct impact on hiring



ORGANISATIONNEL CULTURE VS. NATIONAL CULTURE

Our national culture relates to our deeply held values regarding, for example, good vs. evil, normal vs. abnormal, safe vs. dangerous, and rational vs. irrational. National cultural values are learned early, held deeply and change slowly over the course of generations.

Organizational culture, on the other hand, is comprised of broad guidelines which are rooted in organizational practices learned on the job. Experts agree that changing organizational culture is difficult and takes time.



- **IMPACT OF CORPORATE CULTURE IN BUSINESS**

**EMPLOYEE RELATION, IMPROVES
PRODUCTIVITY, REPUTATION, QUALITY,
INCREASE MARKETABILITY, UNITED
EMPLOYEES**



CROSS CULTURE

- Cross culture is the interaction of people from different backgrounds in the business world. Cross culture is a vital issue in international business, as the success of international trade depends upon the smooth interaction of employees from different cultures and regions



CROSS CULTURAL ISSUES IN ETHICS

- Cross culture is the interaction of people
- **Culture-specific value system**
- **Language**
- **Social organization and history**
- **Conceptions of authority**
- **Nonverbal communication**
- **National Differences**



○ Thank you

