

**EFFECT OF CORPORATE CULTURE ON EMPLOYEE JOB PERFORMANCE
AMONG THE SALES REPRESENTATIVES OF DIFFERENT FMCGS**

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ABSTRACT

The main aim of this paper is to explore the impacts of corporate culture on the performance of the employees. The study is done among the sales representatives of various FMCGs. Structured questionnaire is used to collect the information needed for the study purposes. Random sampling procedure is used in the study to select the respondents for the research from whom the data is to be collected. The sample size is fixed to be 100. The independent variable of the study is corporate culture and job performance of the employees is considered as the dependent variable. The statistical analysis of the study is done using SPSS and the relationship amidst the study variables is explored using regression analysis. The findings of the regression analysis show that the corporate culture has a significant and positive impact on the job performance of the employees.

KEYWORDS:Corporate Culture, Employee Job Performance

INTRODUCTION

Corporate culture refers to the universal values, approaches and principles which explain about the company and the practices followed in it. To some extent, the in-house culture of the company can be discussed and explained in its vision or mission statement. The term corporate culture refers to the combination of values, taboos, beliefs, myths and rituals of a company which it develops.

The corporate culture of the company explains and rules the manner through which the employers and employees of that company think and act. The base for any business is the beliefs of that company which is mentioned in its mission statement. The corporate culture may be in the form of a corporate symbol. The corporate culture influences the progress and success of the business (Mohammed Shafi, M.K., Balathandayutham,P., Sritharan, R., 2016).

The job performance of the employees in the organization is influenced by the organizational or the corporate culture. This in turn will lead to improve the productivity. The standards, beliefs and values of the organization are based on the influence of various cultures on the management of work force. It can be further said that culture of an organization enhances net profit which will subsequently improve the employee's performance (Balathandayutham, P., Anandanatarajan, K., 2019).

The job performance of the individuals is affected by the corporate culture by their best practices. One of the best ways to achieve the organizational objectives is the understand the management of the company. It is very crucial for the organization to make the human beings get involved for the purpose of creative thinking and exploring of ways and opportunities for the best utilization of the human workforce. It is also essential to analyze and examine about the corporate culture for accomplishment of the organizational objectives.

OBJECTIVES

The purpose of this research article is to explore the impacts of corporate culture on the performance of the employees amidst the sales representatives of various FMCGs.

REVIEW OF LITERATURE

OluOjo (2009) had explored the impact of corporate culture on the job performance of the employees and the productivity of the organization. The study was carried out among the banking industry of Nigeria. The author has conducted a case study. The author had attempted to find whether the job performance of the employees is affected by the corporate culture of the organization. the author had also attempted to frame recommendations related with job performance of the employees and the corporate culture. For achieving the aforesaid goals, the author had queried the following details; is the job performance affected by the corporate culture and if so, in what way does it affects. The following two hypotheses were headed: the corporate culture had no positive relations with the job performance and also there was no association and correlation between the corporate culture and the productivity of the organization in the banking industry of Nigeria. The author had employed the survey technique in the research. the companies were selected on the basis of simple random and stratified random sampling. But the

respondents were selected using the simple random sampling technique. The study outcomes showed that more number of respondents agreed that the corporate culture affected the job performance of the employees and nearly 50% of them agreed to the fact that productivity was also resolved by the corporate culture.

RESEARCH METHODOLOGY

Structures questionnaire is adopted to collect the data needed for the purposes of the study. simple random sampling technique is used to select the respondents of the study. the sample size of the study is determined to be 100. The statistical analysis of the research is done using SPSS and the association between the study factors is explored using the regression analysis.

ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
.925(a)	.856	.850	137.143	.000(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.672	.123		5.462	.000
Organizational structure ,	.188	.021	.344	8.871	.000
Organizational values	.103	.025	.184	4.141	.000
Task organization	.201	.026	.339	7.812	.000
Climate	.268	.024	.471	11.277	.000
Individual values and Beliefs	.044	.019	.086	2.287	.024

a Dependent Variable: Job performance

the above table represents the multiple regression analysis to find out whether the

independent variable influences the dependent variable of the study. to find out the significance of R^2 , ANOVA is executed. The value of F is 137.143 ($P < 0.000$), which shows that the factors positively influence the job performance of the employees. It is deduced from the coefficients table. Regression analysis of the five independent variables of the study shows that all the variables affects the performance of the employees. The positive coefficient value also indicates that the antecedents of organizational culture increases the job performance of the employees.

CONCLUSION

The findings of the study reveal the fact that the beliefs in the organization, the structure of the organization, its climate, values followed within the concern and the beliefs of the individual employees all have an influence over the performance of work by the employees. In short it can be said that the corporate culture of the organization has a positive influence over the job performance of the employees.

REFERENCE

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