

IMPACT OF ORGANIZATIONAL CULTURE ON HUMAN RESOURCE MANAGEMENT

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ABSTRACT

The world is changing rapidly and the organizations and the work culture is also changing due to technological development. Due to large opportunities and challenges to the managers and decision makers, today's organization Culture is predominantly dynamic and it is very vital to understand the dynamism to achieve the organizational objectives. Organizational culture in terms of the relative ordering of beliefs, values and assumptions, provides opportunity and broad frame for the development of human resource management skills in an organization. Many scholars of human resource management have proposed that the various features of organizational culture have an impact on values, beliefs and assumptions of the workforce. The present research paper is trying to study the organizational work culture and its impact on the human resource management. The paper emphasizes that work culture has the strong relationship with human resource.

Keywords: *Organizational Culture, Management, workforce, Human Resource, motivation*

INTRODUCTION

The world is changing rapidly and the organizations and the work culture is also changing due to technological development. Due to large opportunities and challenges to the managers and decision makers, today's organization Culture is predominantly dynamic and it is very vital to understand the dynamism to achieve the organizational objectives. There has been wide researches to explore the impact of organizational culture on human resource management of an organization. Organizational culture is helping to provide opportunity and broad frame for the development of human resources management skills in an organization which is driven by ethical values. An organization can manage the human resource by embedding ethical values in its culture. However, organizational culture could be varied since organizations differ in their cultural backgrounds in terms of beliefs, values and assumptions. Organizational culture can cope with the continuous changes and fulfill the demands of the organization to gain competitive success in all its activities. Therefore, an organizational culture is considered as a motivational tool which promotes the human resource management to perform smoothly and ensure success in all its accomplishments. Thus, the motive of the paper is to study the impact of organizational culture on the human resource management.

Organizational culture is a shared values and beliefs that help to shape the behavior patterns of the workforce within the organization. It is a collective process of the mind and heart that differentiates the individuals of one group from the other one. Thus, we can summarize that organizational culture can be the tool of maintaining human resource in a link and accelerating them towards organizational objectives. And creating the link between culture and organizational success via its human resource management. These cultural values and

human resource management are reliable with organizational strategies that led to successful organizations. The organizational culture is consist of overall aspects of the organization such as natural settings, the rituals, atmosphere, and values and decisions of the organization. Organizational culture can relate the workforce to Organization's values, beliefs, customs and principles of work frame and integrate these assumptions into job performance. Organizational culture can be situated as the core of organization's activities which has a great impact on effectiveness and the quality of its productivity and performance. It is a vibrant strength which is engaging and interacting and shaping workforce management and workforce attitudes. Organizational culture is the basic model of shared values and assumptions, beliefs, correcting a way of critical thinking on problems facing the organization. Organizational culture initials with leadership and delivered on to the organizational members. The culture of an organization creates an impact on different factors some of which include the influences of the whole culture, past and present events of the organization, the diverse personalities

Organizations need quality and effective workforce that can function in an environment of increasing complication and dynamism. The importance of quality and effective workforce for culture cannot be overlooked because of its impact on human resource management. It helps to increase the performance and productivity and also helps the organizations increase employee satisfaction and morale, which tends to better performance and productivity. Motivated employees are more energetic to take the responsibility of their own performance, find ways to improvement, and contribute emotionally to their organization's success. Job satisfaction is the leading cause of improvement and is directly linked to higher productivity and morale. Thus, the importance of values and beliefs incorporation throughout the human resource management is essential.

CONCLUSION

The outcomes of this study effort show that there is a very close connection between human resource management and organizational culture. This will help the management and suitable matching of human resource with the organizational belief, value, and assumptions. Thereby accelerating human resource management within the organization, which tends to increase workforce performance. This will help to sustain organizational culture and help the HR management to cope with organization's culture. Thus, being part of the organizational culture will help workforce perceive organizational events to get high work performance and job satisfaction.

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