

2. Effects of Organizational Transformation and Culture on Employees Performance in Manufacturing Companies from Pune District, India

Prof. Reshma Pagare

Assistant Professor,
Siddhant Institute of Business Management,
Permanently Affiliated to SPPU, Pune.

Abstract:

A key component of profit and market sustainability is organizational development and performance. To maintain productivity in the market today. In order to attain the best performance, new technology, new practices, new alliances, new cultures, and new methodologies must be developed and put into use. The goal of this research project is to identify the methods that facilitate improved performance and continue in that direction.

Keywords:

Changes in work Processes and Technology, Organizational Structure and Job Roles, Employee Motivation and Engagement, Training and Development, Leadership and Management, Workplace Culture and Environment, Employee Resistance and Change Management, Performance Measurement

2.1 Introduction:

By 2024–2025, Prime Minister Narendra Modi aimed to turn India into a global powerhouse with an economy valued at USD 5 trillion. India's GDP is currently valued at USD 3 trillion (India-briefing.com, 2022). Manufacturing selected has been selected by the researcher. Pune is an automotive hub and consist of many MNC's and Indian brands companies.

These sectors contribute significantly to the GDP of the Indian economy. The directors, CEOs, managers, plant heads, and staff members of the organizations provided data for this study.

Pune MIDC is divided into five zones: Hinjewadi Phase I and II, Chakan, Ranjagaon, Baramati, Bhosari, and Bhosari. A total of 207 respondents provide data. Data is gathered, examined, and then interpreted. This research study focusses on the practices like changes in work Changes in Work Processes and Technology, Organizational Structure and Job Roles, Employee Motivation and Engagement, Training and Development, Leadership and Management, Workplace Culture and Environment, Employee Resistance and Change Management, Performance Measurement and Feedback has made impact on the employee performance and alternatively on the Organizational performance.

2.2 Objectives of the Study:

The Researchers have considered the following objectives for the study:

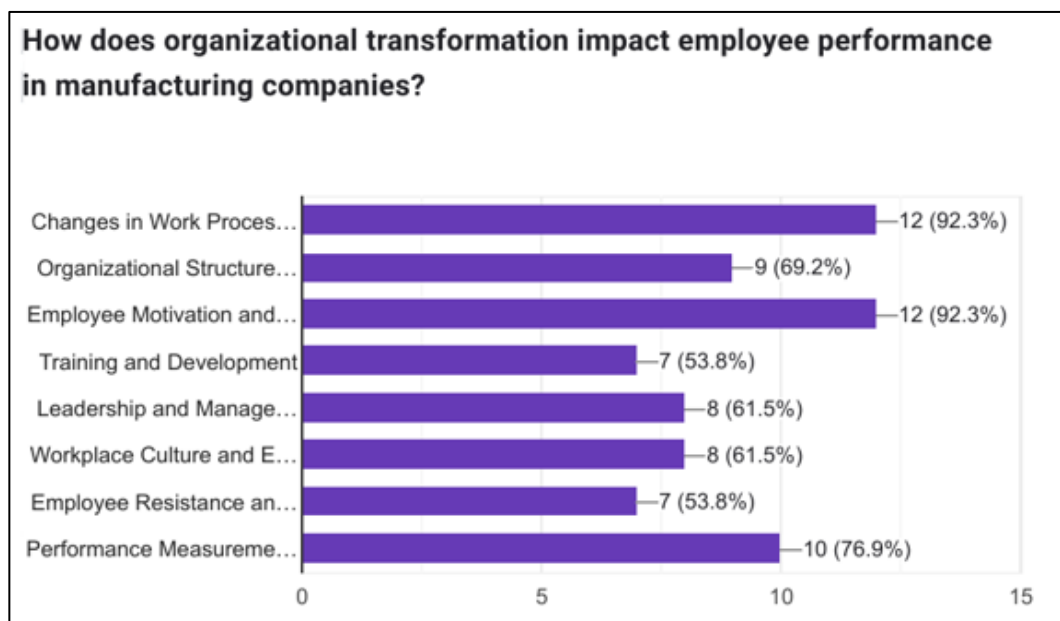
- Examine the Impact of Organizational Transformation on Employee Performance
- Evaluate the Impact of Organizational Culture on Employee Behavior.
- Identify the Interaction Between Organizational Culture and Transformation.
- Assess the Impact on Employee Engagement, Morale, and Retention.

2.3 Research Methodology:

This research is based on the primary data which is collected through the interview and google forms. In this research study manufacturing sector from Pune district is selected. In this research, researcher has collected data from the Directors, CEO's, Managers, Plant heads and employees of the organizations.

As Pune MIDC is categorised in five different areas like Chakan, Ranjagaon, Baramati, Bhosari, Hinjewadi Phase I and II. Data is collected from 207 respondents. Data is collected, analysed and interpretation is made.

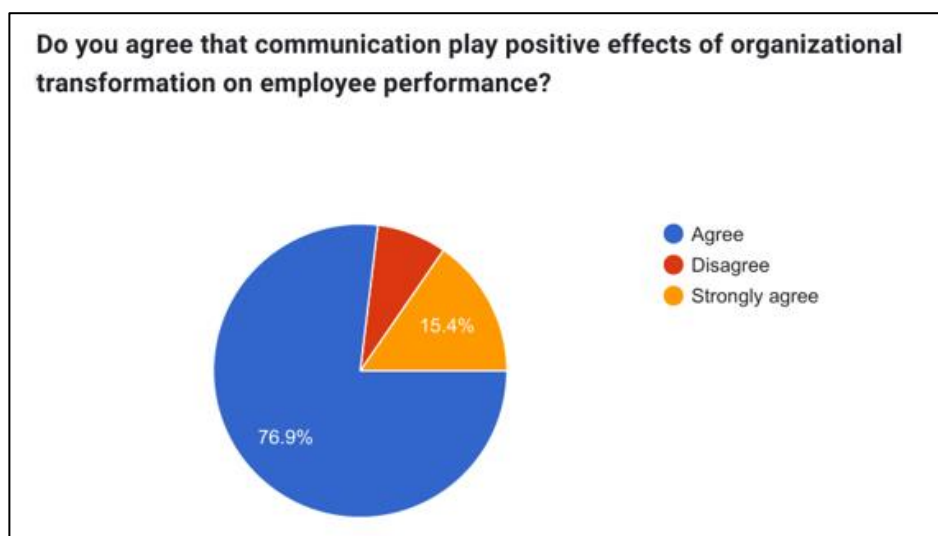
Following quesnnaire is made, data is collected and interpretation is made.



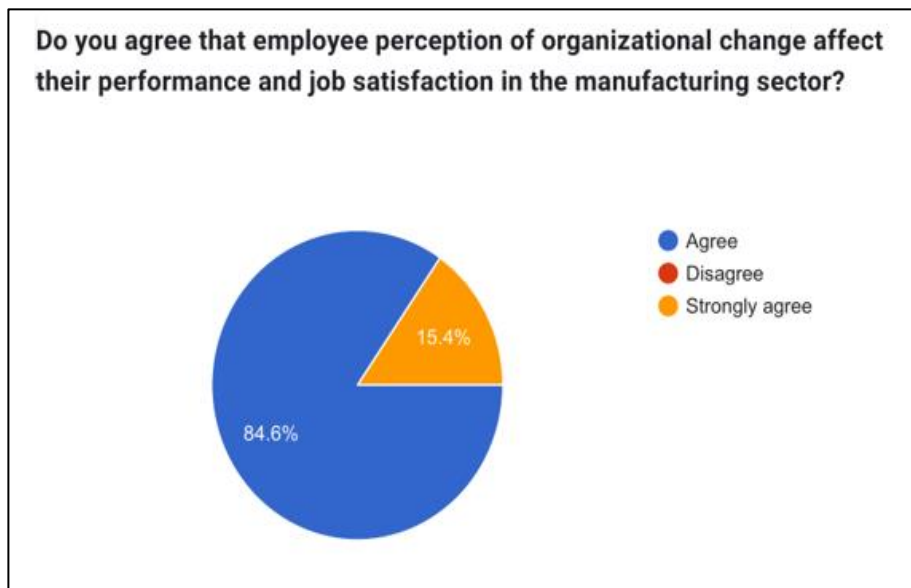
Researcher has collected data from the respondents and it is observing that above practices like changes in work Changes in Work Processes and Technology, Organizational Structure and Job Roles, Employee Motivation and Engagement, Training and Development, Leadership and Management, Workplace Culture and Environment, Employee Resistance and Change Management, Performance Measurement and Feedback has made impact on the employee performance and alternatively on the Organizational performance.



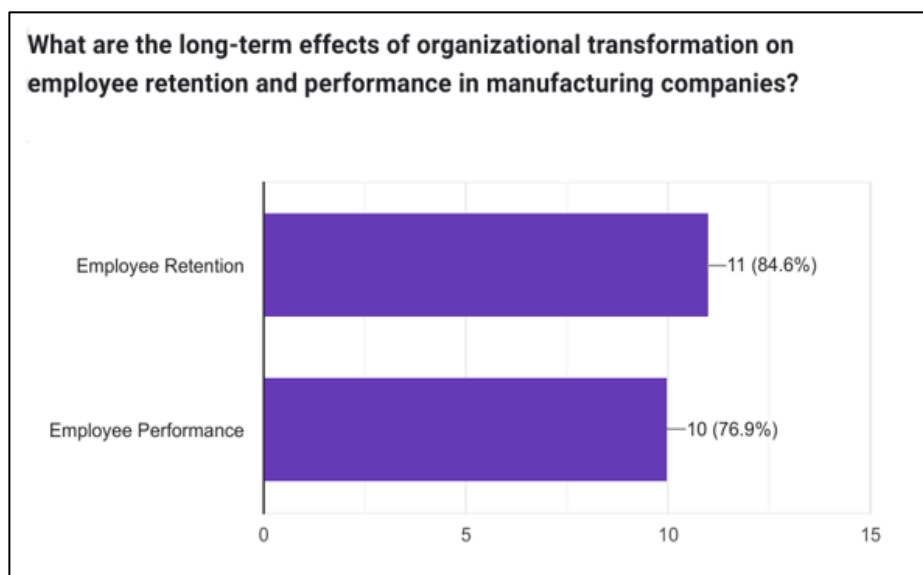
Research has collected data from the respondents and it is found that above mentioned elements of Organizational Culture like Work Environment and Job Satisfaction, Leadership and Management Styles, Communication and Transparency, Teamwork and Collaboration, Innovation and Risk-Taking, Values and Ethical Standards, Autonomy and Empowerment, Work Processes and Efficiency, Employee Involvement and Engagement has impact on the employee motivation and alternatively on the Organizational performance.



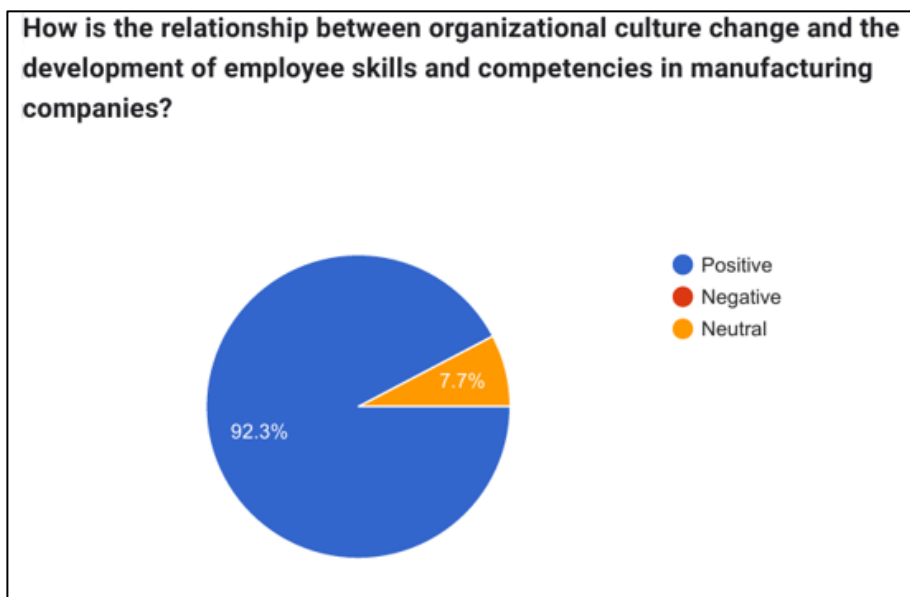
Yes. Research has collected data and it is found that 76.9% respondents are agree that communication play positive effects of organizational transformation on employee performance.



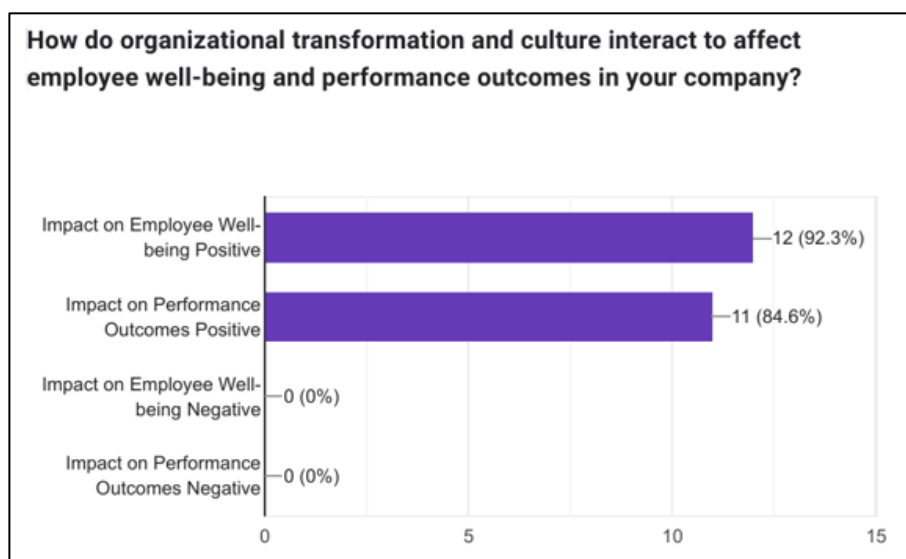
Yes. Research has collected data and it is found that 84.6% respondents are agree that employee perception of organizational change affect their performance and job satisfaction in the manufacturing sector.



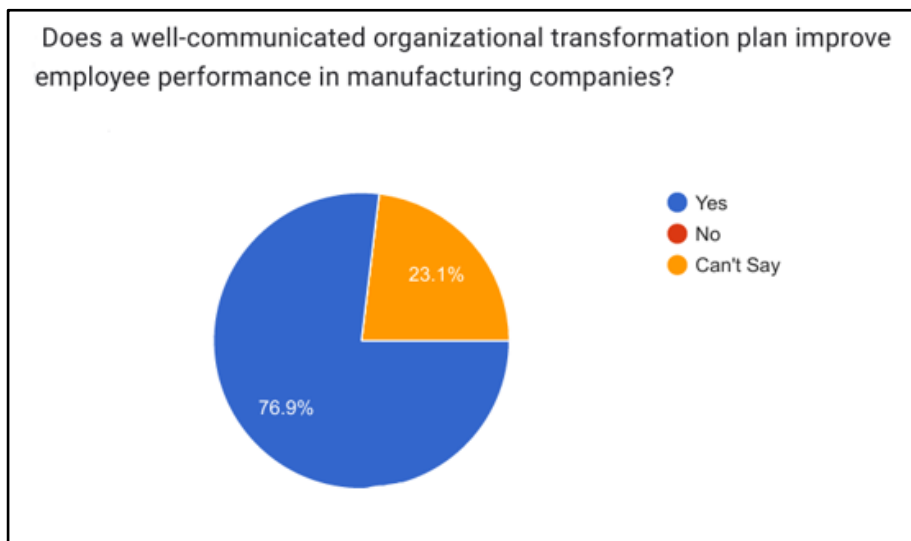
Research has collected data and it is found that 84.6% employee retention and 76.9% Employee Performance has long-term effects of organizational transformation on employee retention and performance in manufacturing companies.



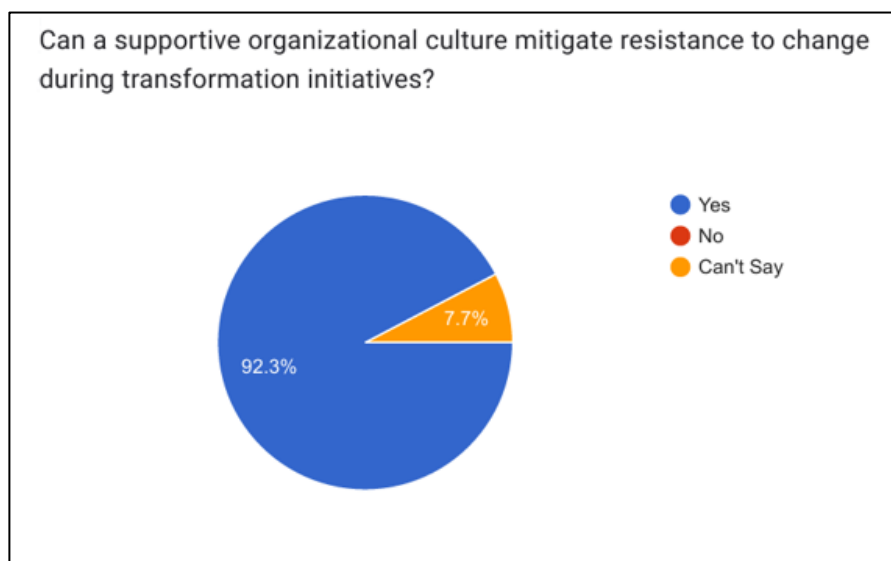
Yes. Research has collected data and it is found that 92.3% respondents are agree that leadership style during organizational transformation impact employee performance in manufacturing firms.



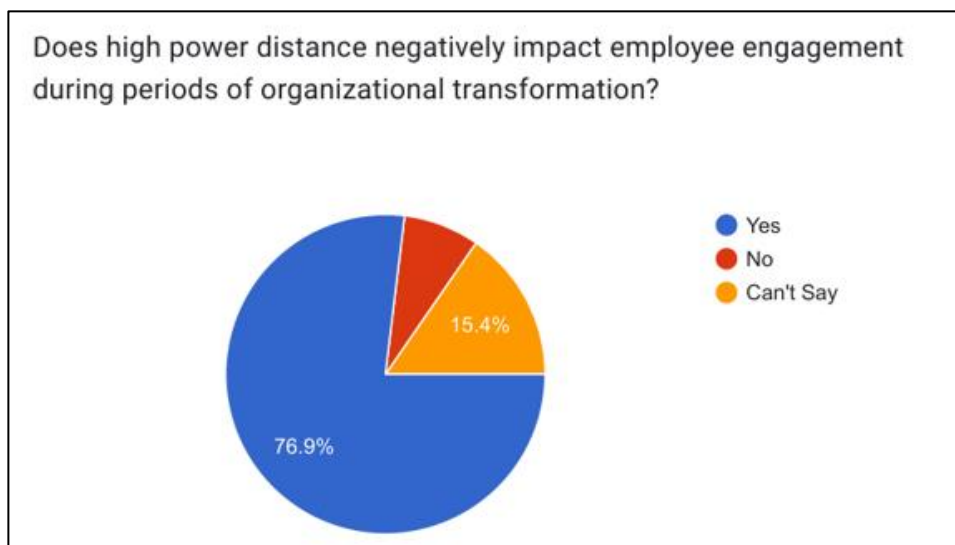
Research has collected data and it is found that 92.3% Impact on employee wellbeing positive and 84.6 % Impact on performance outcomes positive has organizational transformation and culture interact to affect employee well-being and performance outcomes in your company.



Yes. Research has collected data and it is found that 76.9% respondents are agree that well-communicated organizational transformation plan improve employee performance in manufacturing companies.



Yes. Research has collected data and it is found that 92.3% respondents are agree that supportive organizational culture mitigate resistance to change during transformation initiatives



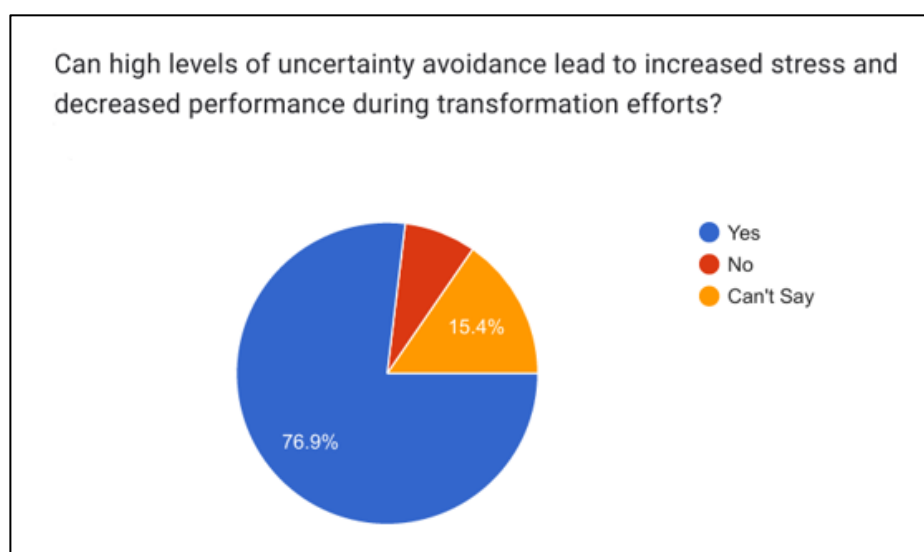
Yes. Research has collected data and it is found that 76.9% respondents are agree that high power distance negatively impact employee engagement during periods of organizational transformation.



Yes. Research has collected data and it is found that 92.3 % respondents are agree that low uncertainty avoidance associated with better adaptation to new processes introduced during organizational transformation.



Yes. Research has collected data and it is found that 84.6 % respondents are agree that lack of alignment between organizational culture and transformation goals lead to decreased employee performance.



Yes. Research has collected data and it is found that 76.9 % respondents are agree that high levels of uncertainty avoidance lead to increased stress and decreased performance during transformation efforts.



Yes. Research has collected data and it is found that 92.3 % respondents are agree transformational leadership style enhance employee motivation and performance during organizational changes. Ring transformation efforts.

2.4 Findings and Conclusion:

The research's findings and conclusions will serve as a foundation for additional studies in other fields where there needs to be a meaningful connection between organizational transformation and employee performance. Employee performance is essential for enhancing organizational performance. However, organizational change and the implementation of procedures like organizational culture are related to worker performance.

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