

## **6. The Influence of Organizational Culture On Employee Engagement in Automobile Manufacturing Companies from Pune District, India**

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***Abstract:***

*Manufacturing sector plays an important role in the GDP of our Indian economy. Manufacturing sector has 7.1% contribution in the GDP of the Indian economy. Pune is an automobile hub and many MNC's, Indian companies has manufacturing plant in Pune district. This research suggest that Organizational Culture plays vital role in the employee engagement. During this research interview questions is made and data is collected through google forms. Data is analysed and interpretation was made. Findings and conclusions of this research will also provide a basis for further studies in other sectors wherein the Organizational Culture can be analysed in relation to its antecedents and precedents. [1, 9].*

***Keywords:***

*Organizational Culture, Employee Engagement, Automobile Manufacturing, Indian Economy, Leadership, Influence, Communication and Transparency, Work Environment.*

## **6.1 Introduction:**

In 2019, Prime Minister Narendra Modi envisioned to make India a USD 5 trillion economy and global powerhouse by 2024-25. The current GDP of India is USD 3 trillion (India-briefing.com, 2022).

The targeted increase in GDP is a mammoth 67% of what it is at the present level. If this growth has to be achieved, there will have to be a major impetus on productivity, efficiency and effectiveness.

Hence there is a need for a study to understand and highlight those management practices that lead to better performance. Recent studies in US by Bloom et al. (2017) have found that “structured” management practices are associated with higher levels of performance. Similar studies are also needed in India to find out the set of management practices that lead to managerial excellence. [10,13]

Given the professional background of companies like Tata Motors, Mahindra and Mahindra, and others, it would be interesting to analyse their management practices and see if they can be adopted as a model for other companies not only from the automotive sector, but also from other areas.

These companies are expected to use professional management practices in terms of planning, organizing, directing and controlling. If the management practices of these organizations are analysed, they can provide useful insights for both academia and industry.

The research outcome is expected to make a valuable contribution to both management theory and practice. By exploring variables like organizational culture, it will highlight the dynamics and intricacies of organization and management and their role in influencing management practices.

This research study refers following Relationship Between Organizational Culture and Employee Engagement like Alignment of Values, Leadership Influence, Communication and Transparency, Recognition and Reward Systems, Work Environment, Opportunities for Development, Positive Culture, Negative Culture.

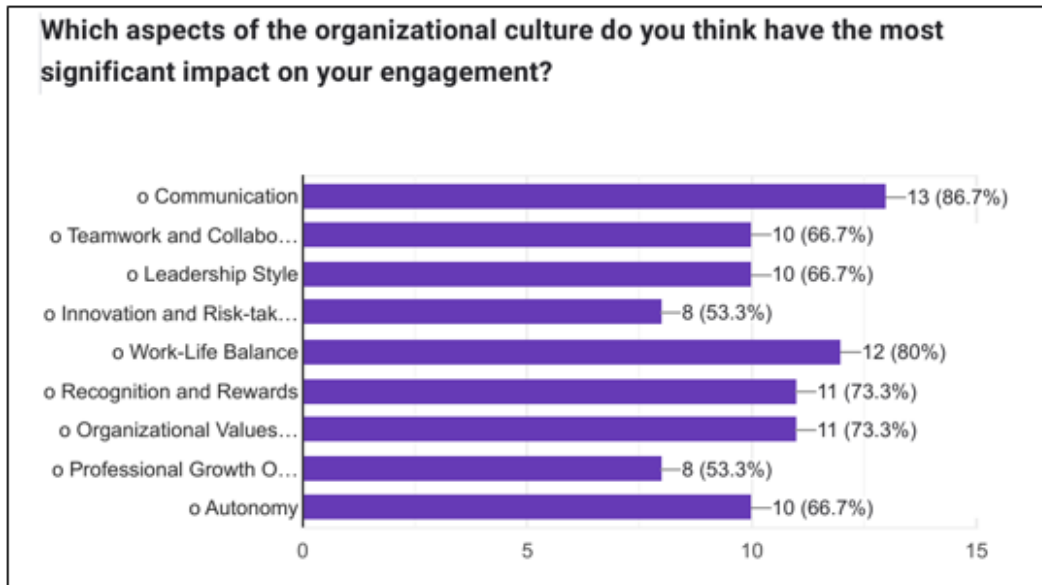
The output of the research study consists that there is positive relationship between the Organization culture and employee engagement and it helps to improve the performance of the organizations. [14,15]

### **6.2 Objective of the Study:**

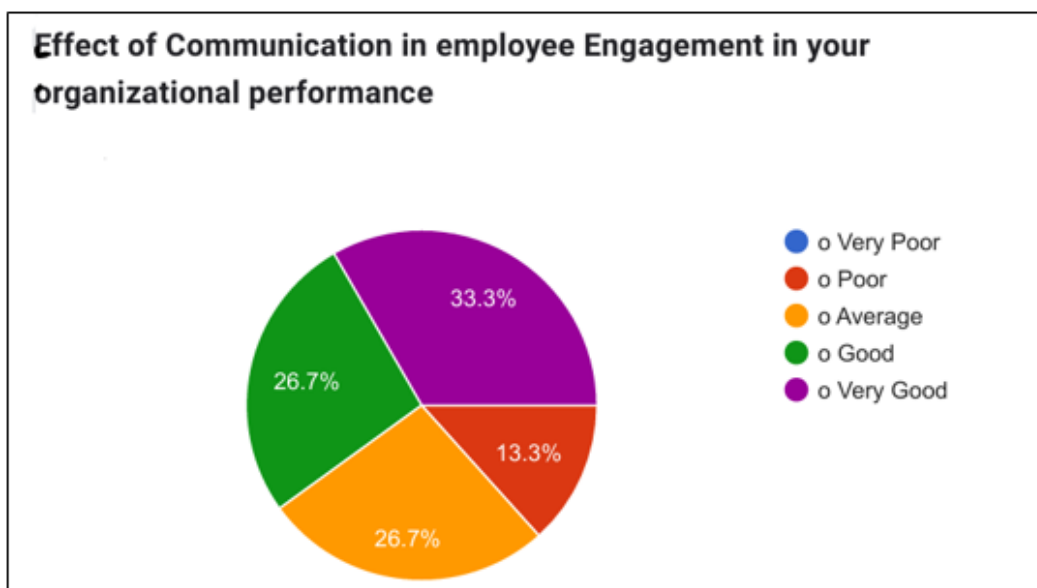
- Analyze the Essential Components of Organizational Culture in Automotive Manufacturing Firms
- Evaluate the Impact of Organizational Culture on Employee Productivity and Retention.
- Examine the Relationship Between Employee Engagement and Organizational Culture
- Determine the cultural barriers that affect worker engagement.
- Provide suggestions for improving worker engagement with cultural development.

### **6.3 Research Methodology:**

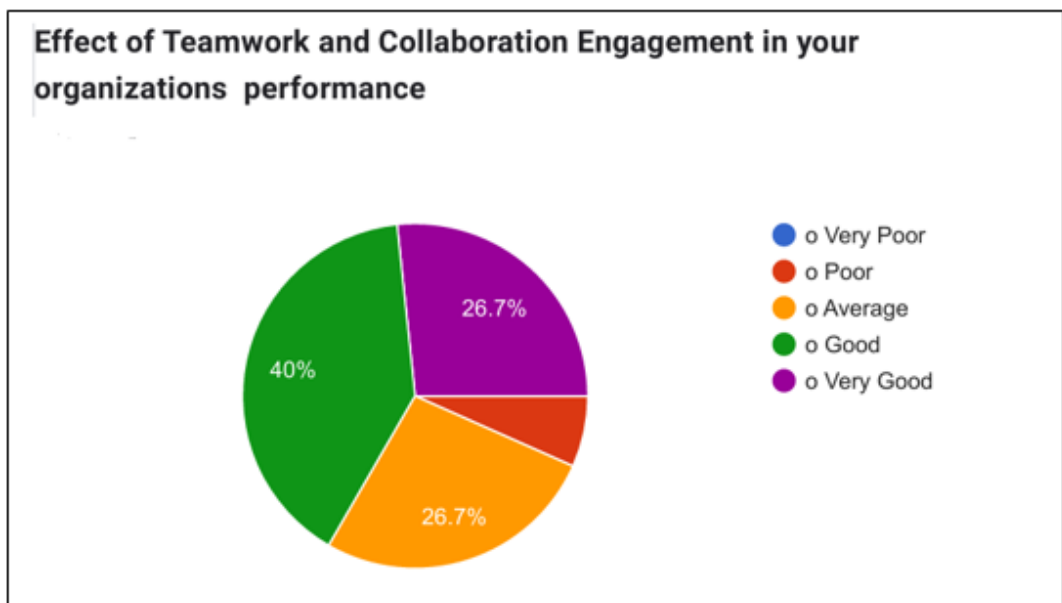
This research study is based on the survey methods. A questionnaire is made and data is collected through google forms. In this research researcher has collected data from the CEO's Managers, Plant heads and employees of the organizations. A data is collected from 147 companies located in the Pune District from various areas like Chakan, Ranjagaon, Baramati, Bhosari, Hinjewadi Phase I and II. Data is collected, analysed and interpretation is made.



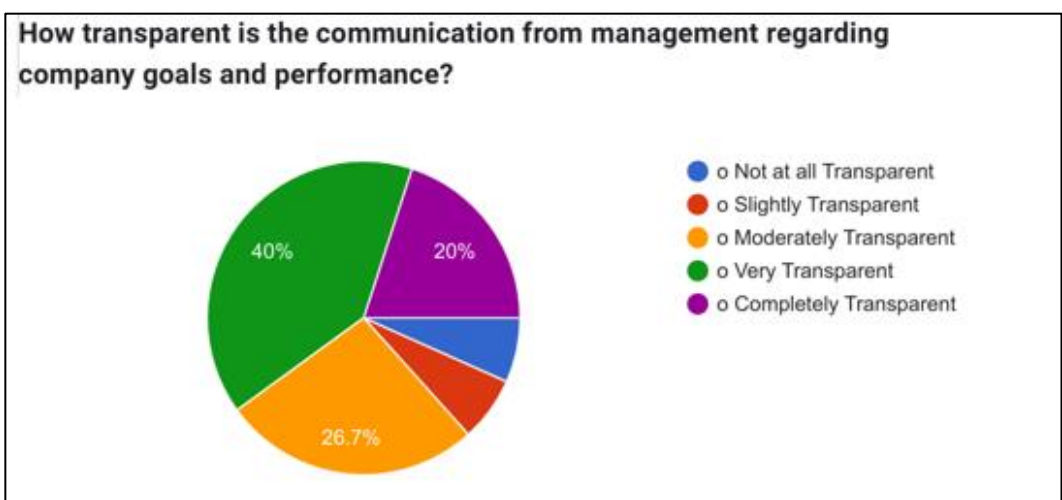
Researcher has collected data from the respondents and it is observing that above practices like Communication, Teamwork and Collaboration, Leadership Style, Innovation and Risk-taking, Work-Life Balance, Recognition and Rewards, Organizational Values and Ethics, Professional Growth Opportunities, Autonomy is followed by organizations.



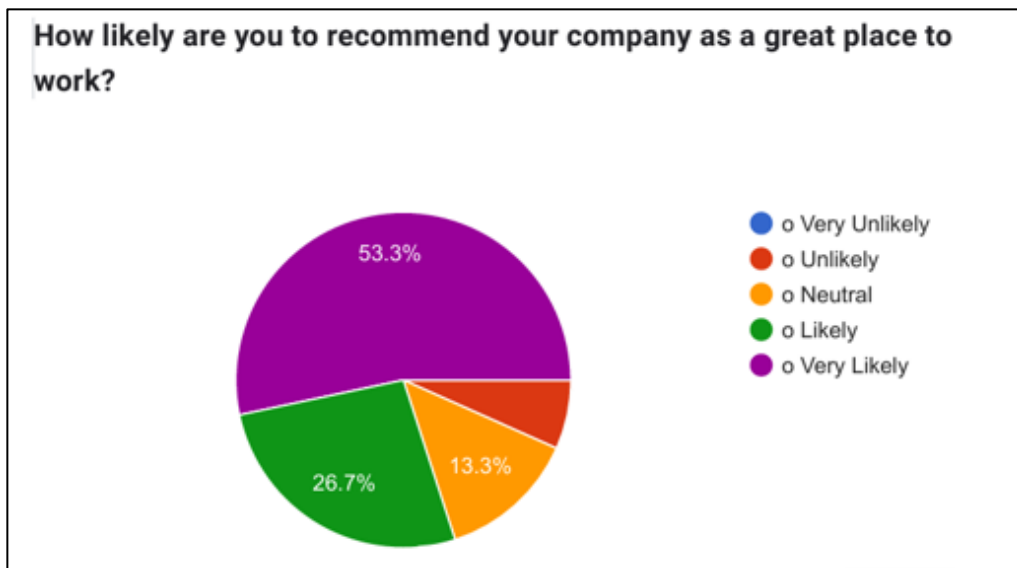
Yes, With the help of the data collected from the respondent it is concluded that communication plays important role in employee engagement and alternately its impact on organizational performance.



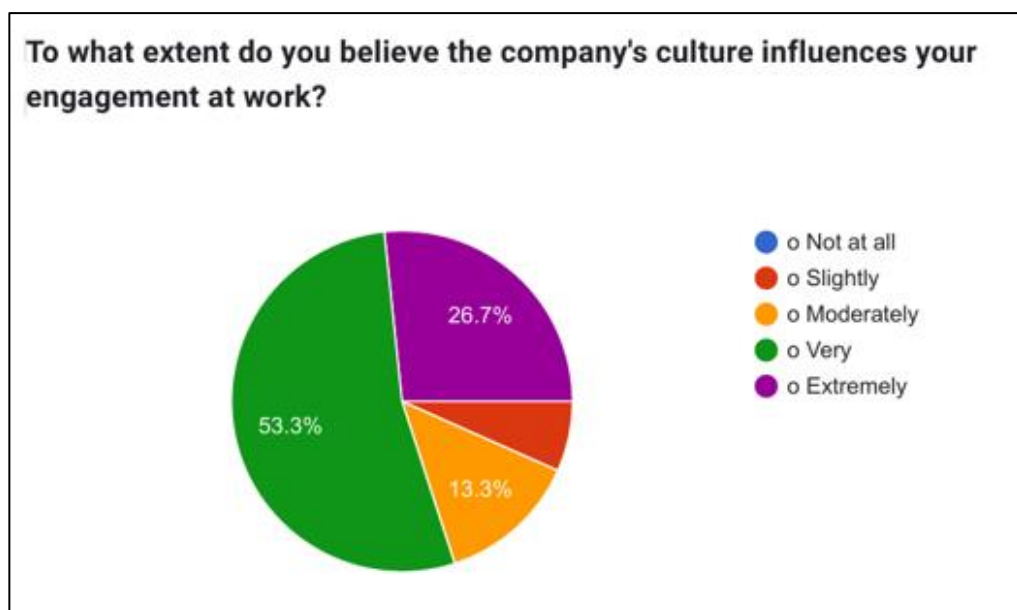
Yes, With the help of the data collected from the respondent it is concluded that teamwork and collaborations play important role in employee engagement and alternately its impact on organizational performance.



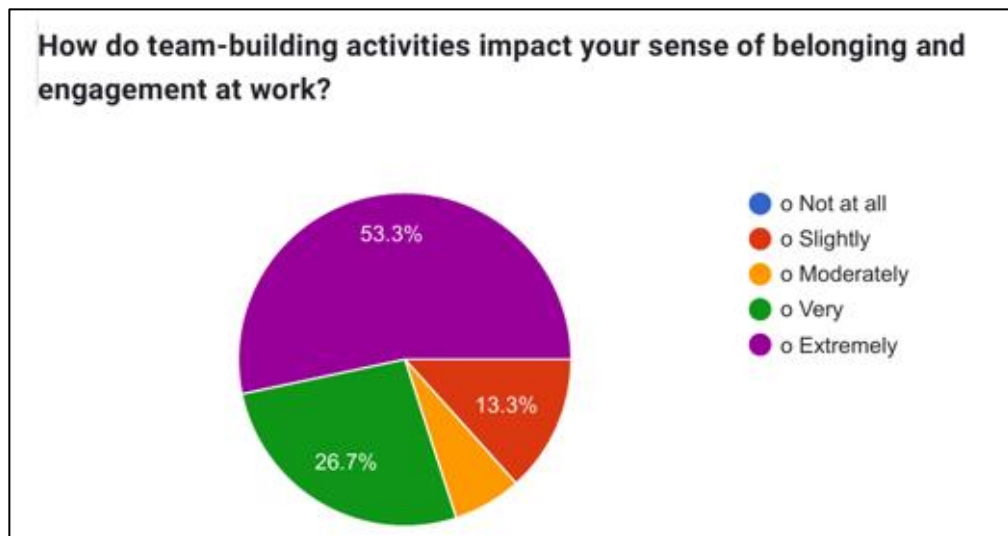
Yes, With the help of the data collected from the respondent it is concluded that there is effective communication from the management regarding company goals and performance.



Yes, With the help of the data collected from the respondent it is concluded that employee is refereeing others because of great place of work in the organizations.



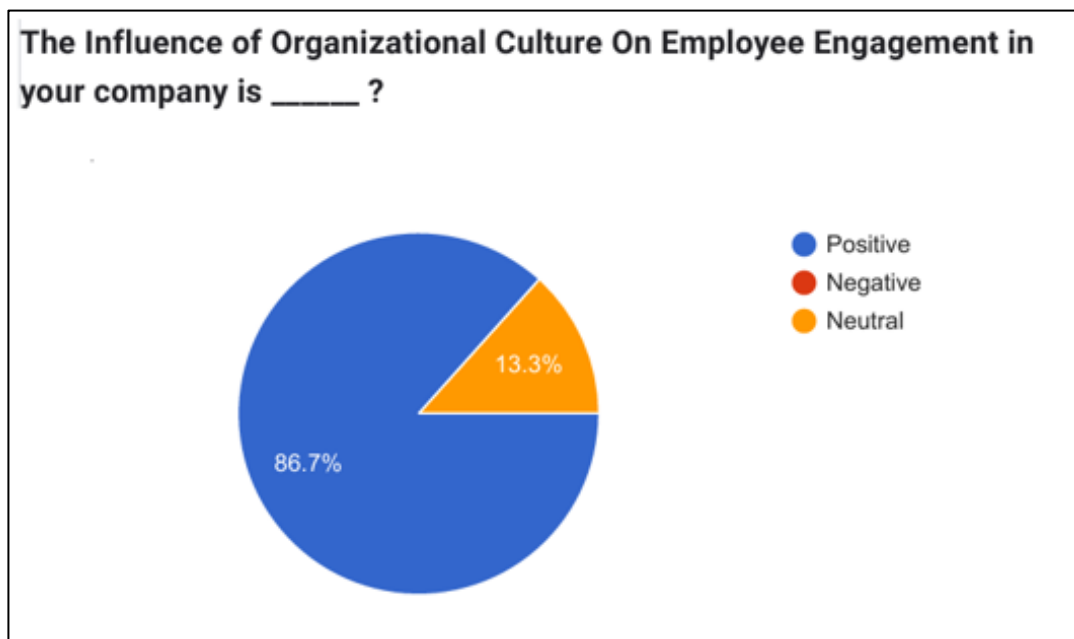
Yes, With the help of the data collected from the respondent it is concluded that 53.3 % respondents very agree and 26.7 % respondents extremely agree that company culture influences employee engagement at work place.



Yes, With the help of the data collected from the respondent it is concluded that 53.3 % respondents extremely agree and 26.7 % respondents very agree that team building impact your sense of belonging and employee engagement at work place.



Yes, With the help of the data collected from the respondent it is concluded that 53.3 % respondents extremely agree and 26.7 % respondents very agree that recognition and reward from the organization affect motivation and employee engagement at work place



Yes, With the help of the data collected from the respondent it is concluded that 86.7 % respondents agrees that organizational cultural has positive impact on employee engagement at work place.

#### **6.4 Findings and Conclusion:**

Findings and conclusions of this research will also provide a basis for further studies in other sectors wherein the Organizational Culture can be analysed in relation to its antecedents and precedents. This study concluded that there must be positive relationship between the Organization culture and employee engagement.



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