



**An analytical study on the association between organization culture and sustainability
of an organization**

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Abstract

Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team members. Sustainability concepts may be infused into any organization's culture, creating a variety of sustainability cultures. Sustainable business methods tend to be more effective in specific types of organizations. A company's culture may influence its adoption of sustainable practices. This research uses the concept of organizational culture to discover what creates a sustainable culture. The purpose of this study is to analyze the association between organization culture and sustainability of an organization. This research uses descriptive studies to explore the links between organizational culture and business sustainability. The study used correlation tool to assess the relationship between organization culture and sustainability of an organization. Survey method has been applied to collect the primary information about the subject. A total of 141 people were taken into consideration for participation in the research project. Results demonstrated a link between organizational culture and sustainability. Results showed the significant relationship between organization culture and sustainability of an organization.

Keywords: Organizational culture, Leadership, sustainability, employee's empowerment.



Introduction

The foundation ideologies, presumptions, values, including social norms that shape an individual's specific psychological and social atmosphere are known as its organisational culture. (2018) Adams, Martin, and Boom When a company begins a process to bring its fundamental values and vision together to achieve its cultural objectives, organisational culture change occurs. Organisation culture is manifested in special manner, underpinnings, relationships with the wider world, and expectations of the future. It encompasses a company's objectives, accomplishments, ethos, and even the norms that influence member conduct. Shared emotions, ideas, rituals, and legal and informal regulations that have evolved through time and are regarded as legitimate constitute the foundation of culture. Giving companies the resources they need to succeed in the 21st-century global economy is the goal of organisational sustainability. Environmental responsibility is defined as having the management, expertise, global knowledge, and changing management techniques required to overcome the particular difficulties that businesses today are experiencing. (Elg, Hultman & Welinder, 2020). Adopting sustainable business practises occurs in technical solutions, corporate sustainability reports, and employee performance assessments including sustainability indicators. Employee attitudes and ideas are changed to be more ethical and responsible to accept sustainability concepts (Allahar, 2018). Implementing corporate sustainability principles requires changing fundamental beliefs about the interconnectivity of human and ecological systems. Others look at leadership from a relational or behavioural standpoint. Wahjoedi, Harjanti & Kesumawatie, (2020) perceive leadership as a trait; others as a behaviour. In small groups, therapeutic groups, and large companies, qualitative and quantitative research methods have been used to study leadership. When taken as a whole, the findings of leadership research in each of these subfields paint an explanation and use of a broad range of diverse leader behaviours, and a depiction of a process that is much more complicated and detailed than the basic vision offered in one of the most successful excellent books of lead. Economic progress, ecological balance, and social responsibility all aim to secure. Sustainable creation aims to solve human needs long-term. Ecology and humankind are thought to supply essential capital (Ameen, Ahmed & Abd Hafez, 2018).

Literature Review

According to the view of Tang, Park, Agarwal & Liu, (2020), "The whole of a person's ideas, beliefs, ethics, social structures, physical artefacts, including situations that affect their intention to maintain unity while also adapting to social influences is referred to as cultural culture."

According to Ananyin, et.al., (2018), an organization's culture may help it deal with its own internal risks. Some academics argue that business culture encompasses all of these factors. Giving employees a sense of belonging, calming their nerves, and providing constructive criticism are all ways in which a company's culture may aid its own internal and external survival mechanisms.

Mijares Gonzalez, (2018) suggested that the agency's pioneers are the main force for developing a new mentality for their company. Because they are given the chance to provide the direction and direction at a young stage of the organisation, owners may have a substantial effect on the culture of the company (Tang, Park, Agarwal & Liu, 2017). (2020). The founders' operations expectations, which could have been derived from their own experience and regional background, formed the bulk of the first company plan and direction. Creators may impose their own culture and experiences on the partnerships and workers. For instance, Apple Inc. president Steve Jobs imposed his own experiences and opinions on staff, which helped to create a productive corporate culture there. The corporate culture of Apple helped turn the author's vision become reality. According to Interoperability Gonzalez (2018), Apple Inc. is a prime illustration of why the president's behavioral style and presumptions have a significant impact on the organisational environment.

An approach to corporate sustainability might allow a company to meet the needs of its existing clientele without jeopardizing its capacity to attract new investors." in light of Iqbal & Ahmad, (2021). He remarked that the idea of business sustainability has several facets. Accordingly, "on a corporate level, this means that organizations must continuously seek to modify their business concepts if they want to be sustainable" Nazir, Qun, Hui & Shafi, (2018). As a result, a sustainable firm will consider social and environmental considerations while setting goals. Business sustainability aims to resolve tensions between economic, environmental, and social challenges while maintaining long-term financial performance

through socially responsible activities. In order to create a long-term business, ambition conflicts must be overcome. When this occurs, a company's overall performance is assessed not only in terms of financial results, but also in terms of environmental and social effect. Corporate Sustainability Reports Globally, corporate sustainability reporting has become a popular toolset for managing partnerships with local. Globally, performance measurement has gained traction, European countries but also, to a lower degree, Hong Kong. While the genuine value of reporting has yet to be established and evaluated, some may say that reporting is nothing more than propaganda.

Ammirato, et.al., (2021) The need for firms to simultaneously address a variety of positive outcomes, but contradictory environmentally, economic, and social objectives at firm and society levels is emphasised as a need for sustainability. Moving on to the HR management setting, this relates to the paradoxes and contradictions that healthy Management also presents. Stakeholder loss model and unfavorable unintended consequence have been embraced by Khalifa (2020) as a core approach to long-term human resource administration. A economic factor is an event that costs businesses less to do commerce or do certain things than we end up saving. Gonzalez Range – (2018). However, it is also important to recognise that these charges are also not new; according to the notion of social costs, expenses are imposed on society's members who are less powerful, such as employees. By removing all of their employees' incentives, talents, and abilities and preventing them from achieving good outcomes for their well-being, corporations harm their workforce. Market failures are detrimental to the families of employees and the level of life in the community. To lessen damage to employees, sustainability HR governance at the administrative level been advised, highlighting the synergistic influence.

Research Objectives

- 1) To assess the significance of corporation culture and sustainability within the corporation
- 2) To analyze the association between organization culture and sustainability of an organization

Research Hypothesis

H1: There is a significance of corporation culture and sustainability within the corporation

H2: There is significant association between organization culture and sustainability of an organization

Material and Methods

Research Design

Research design is the framework of research methods and approaches chosen by a researcher to conduct an investigation. This study applied descriptive research design to address the research objective. This research design helped to conduct the detail investigation. Descriptive research design helped to analyse the link between organisational culture and corporate sustainability in the corporation.

Data Collection

Data collection is the procedure to gather the information from mainly two sources such as primary and secondary. Primary data collection method uses the survey, questionnaire, group discussion etc. Secondary data collection method uses published articles, magazines, newspapers etc. The current study used primary data collection method to gather the information about the link between organisational culture and corporate sustainability in the corporation.

In total, there were 141 people who were taken into consideration for participation in the study. Members of the corporation have a good understanding of the prominent components of the organisation, such as the organisational glue and the strategic focuses.

Data Analysis

Data analysis is very important method in the research methodology by which collected data can analyze and assess to address research objective. The process consists with inspecting, cleansing, transforming, and modelling the information to discover the results. The current study used correlation tool to analyze the relationship between organization

culture and sustainability of an organization. Spearman's Rho, Pearson's correlation coefficient has been applied in this study to find out the accurate results.

Results and Discussion

The relationship between environmental responsibility and corporate culture is analysed with the use of the Spearman rho correlation coefficient. It would appear that there is a strong connection between the business corporation's organisational culture and its commitment to preserving the environment. In order to gather the necessary information for the study, questionnaires were given to workers of the Infosys Company who were working in India. In the results of the Spearman correlation test for comprehension, we can observe that hierarchical cultures have a correlation value of 650, but clan cultures have a correlation value of -.250. Hierarchical cultures are more prevalent than clan cultures. In order to investigate the relationship between sustainability and organisational culture, the Spearman rho correlation coefficient is applied. It would appear that there is a strong link between the continuity of hierarchical culture and the economic knowledge of continuity, but the positive correlation between continuity of clan culture and economic continuity is very moderate. To investigate whether or whether there is a link between environmentally responsible business practises and the company's culture, the Spearman's correlation test was carried out. As a consequence of this, there is now a good link between adhocracy and sustainability, and there is also a favourable correlation between Clan culture and market culture.

Table 1: Correlations

		Clan culture	Adhocracy Culture	Market culture	Hierarchy Culture	Leadership
Clan Culture	Pearson correlation	1	0.115	0.135	-0.629	-0.039
	Significance (2-tailed)		0.858	0.834	0.260	0.955
	N	141	141	141	141	141
Adhocracy Culture	Pearson correlation	0.115	1	0.997	-0.840	-0.543
	Significance (2-tailed)	0.858		0	0.079	0.349
	N	141	141	141	141	141
Market culture	Pearson correlation	0.135	0.997	1	-0.848	-0.456
	Significance (2-tailed)	0.834	0		0.073	0.444
	N	141	141	141	141	141
Hierarchy Culture	Pearson correlation	-0.39	-0.543	-0.456	0.433	1
	Significance (2-tailed)	0.955	0.349	0.444	0.471	
	N	141	141	141	141	141

Table 2: Spearman rho correlations

		Clan culture	Adhocracy Culture	Market culture	Hierarchy Culture	Leadership
Clan Culture	Pearson correlation	1	0.302	0	-0.802	-0.302
	Significance (2-tailed)		0.626	1	0.106	0.626
	N	141	141	141	141	141
Adhocracy Culture	Pearson correlation	0.302	1	0.702	-0.702	-1
	Significance (2-tailed)	0.626		0.186	0.186	
	N	141	141	141	141	141
Market culture	Pearson correlation	0	0.702	1	-0.202	-0.702
	Significance (2-tailed)	1	0.186		0.749	0.186
	N	141	141	141	141	141
Hierarchy Culture	Pearson correlation	-0.802	-0.702	-0.202	1	0.702
	Significance (2-tailed)	0.106	0.186	0.749		0.186
	N	141	141	141	141	141

Conclusion

The topic of company sustainability and how it relates to corporate culture is explored in this article. To start, this study used the traditional idea of organizational culture to figure out what makes a company's culture focused on sustainability. A organization's ultimate survival is focused on many different aspects by distinct nations, including organization's human resource improvement, reducing waste, nature conservation, and governance structure involvement. Second, this study investigated whether organizations have a unified sustainability-focused corporate culture. Employees agree on a set of shared assumptions, attitudes, and values, according to the differentiation perspective on corporate culture. The divergence method postulates that several factions might operate inside one company, and that employees of one society might well have various viewpoints on business strategy than members of other subcultures. It has also been concluded that Organizations that are boundary-less, nimble, global, and transparency exist today and will in the future. More and more work is performed and outside the conventional reasonable job model in new ways that are organised, regimented, more regimented.

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