

Level of Employee Commitment in Shakti Sugars, Erode

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Abstract:

Managers, today, are increasingly challenged with changing an organization's culture to support new ways of accomplishing work. Therefore, the purpose of this study is to create a better understanding of employee commitment and how to improve it. This study attempts to look at a small business enterprise and ascertain the prevailing as well as the expected culture. The main aim of this study is to analyse the current level of employee commitment at the company and how to improve the commitment of employee towards their job. The study designed is descriptive in nature and the sample size taken for the study is 200. Primary data collection was done with the help of structured questionnaire/interview schedule and secondary data was collected through books, journals, web sites. To analyze the collected data, statistical tool applied is Regression analysis. The culture of the organization is good and peaceful. Employees of Shakti Sugars are very much committed to the role and responsibilities of their duties. Employees are very much satisfied with their culture which in turn will improve the productivity and hence the company enjoys huge profit.

Key Words: *Organizational culture, Employee commitment, Coordination, Job satisfaction and Productivity*

I. INTRODUCTION

Human resource is the vital resource among all other organizational resources. Without the effective organizational culture, an organization cannot achieve its goals. Protecting and maintaining the human resource by providing various welfare measures is the pivotal role of any management. Organizational culture plays a crucial role in the development of the organization. The employee's job satisfaction and motivation are also closely linked with social welfare. Organization culture in the area human resources management has attracted much research all over the world. There are many studies related to this area. In this study, an attempt has been made to study the effectiveness of organization culture measures provided by Shakti Sugars. The main aim of study is to study the level of Organizational commitment

II. RESEARCH OBJECTIVE

The main aim of this study is to analyse the current level of employee commitment at the company and how to improve the commitment of employee towards their job.

III. REVIEW OF LITERATURE

Organisational culture may be considered as the shared way of being, thinking and acting in a collective of coordinated people with reciprocal expectations; it is shaped, disseminated, learned and changed over time, providing some predictability in every organization (Sandro Serpa., 2016).

According to (Acar, 2012) ensuring continuous and desirable work outcomes of employees lead to positive impact on organizational commitment of employees. In such circumstances, employees easier accept the organizational culture of the company. Research in the same references confirmed the existence of the positive effects of leadership and organizational culture on the organizational commitment, in the context of Turkish logistics industry

According to (Meyer et al., 2012), organizational commitment of employees may be increased by changing the organizational culture in the direction of person-organization (culture) fit. This is particularly useful to apply in the terms of the organizational changes. Similarly, the change oriented leadership behavior has a positive relationship with organizational commitment (Özşahin et al., 2013). According to (Ellinger et al., 2013) making organizational investments in social capital positively affect organizational commitment, job performance, and organizational citizenship behavior of employees. In addition, coworkers support has different impact on organizational commitment, all depending on organizational culture (Limpanitgul et al., 2014).

At the level of individual countries, organizational commitment has a correlation with cultural values, such as individualism / collectivism, power distance (Meyer et al., 2012). Collectivistic values have a moderating influence on the relationship between person commitments and organizational level outcomes (Wasti & Ca, 2008). Accordingly are the results of reference (Jaramillo et al., 2005), where it is shown that the correlations between organizational commitment and job performance are stronger at collectivist compared to individualistic cultures. Also, during the process of new product development often comes to the increase of organizational commitment, as expressed in particular in collectivistic cultures (Liang et al., 2014).

IV. RESEARCH METHODOLOGY

In this research, the researcher has used descriptive research design. The researcher used survey method in primary data collection. The researcher has used structured and non disguised questionnaire. 200 respondents, who are working in the company at workers level. The researcher used the Random sampling method in company.

Table 1 : Demographic profile of respondents to the survey (n = 200)

Characteristics		Frequency	%
Age	< 25	50	25
	25-42	112	56
	> 42	38	19
Gender	Male	136	68
	Female	64	32
Marital Status	Single	30	15
	Married	170	85
Education	Illiterate	19	9.5
	School Level	39	19.5
	Graduate/ Post-Graduate	94	47
	Others	48	24
Income group	< 8000	62	31
	8000 to 12000	90	45
	> 12000	48	24
Experience	Below 5 years	102	51
	6-10 years	78	39
	More than 10 years	20	10
Family members	Two	12	6
	Three	42	21
	Four	86	43
	More than four	60	30
Department	Human resources	38	19
	Finance	16	08
	Accounts	22	11
	Research & Development	12	06
	Production	76	38
	Marketing	36	18

The above table shows that 51% of respondents are male. Another 49% of respondents are female. It shows 68% of respondents are 25-30 years and 32% of respondents are 31-35 years. The above table shows that 61% of respondents are single and 39% of respondents are married. It shows 57% of respondents are earning 5000-10000, 20% of respondents are earning 10000-20000, 20% of respondents are earning 20000-30000 and 3% of respondents are earning above 30000.

V. REGRESSION ANALYSIS

Hypothesis

H₁ : Organization culture is having a positive impact on Organization commitment.

Table 2: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.466	.460	5.311
a. Predictors: (Constant), Organization Culture				

Table 3: The ANOVA

ANOVA ^s						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2409.409	3	2409.409	85.421	.000 ^a
	Residual	2764.231	197	28.206		
	Total	5173.640	200			
a. Predictors: (Constant), Organization culture						

Table 4 : The regression coefficients

Coefficients						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-32.238	8.259		-3.903	.000
	Organization	.718	.078	.682	9.242	.000

a. Dependent Variable: Organization commitment

Summary of Regression analysis

1. Dependent Variable : Organization commitment (Y)
2. Independent Variable : Organization culture (X)
3. Multiple R value : 0.682^a
4. R square value : 0.466
5. Adjusted R square : 0.460
6. F value : 85.421
7. P value : < 0.05

The outcome can be presented in form of following equation:

$$\text{Organization commitment} = a + .682 \text{ organization culture} + e1$$

The results suggests that change of one standard deviation in the value of Organization culture will result in .682 standard deviation change in Organization commitment.

VI. RESULT AND DISCUSSION

The table shows that P value is less than 0.05 which indicates that Null hypothesis is rejected at 5 % level of significance. Hence it is concluded that Organization culture is having a positive impact on Organization commitment. Thus the results of regression analysis indicate that organization culture has a significant influence on organization commitment. (T-value 9.242, p<.05)

VII. CONCLUSION

Overall, it can be concluded that organizational culture definitely has a positive impact on organizational commitment. If managers want greater employee commitment, they should work to improve the organizational culture of their company. In this way, at the same time the conditions are provided, not only for increasing the degree of organizational commitment, but also for improving a number of other organizational and business performances.

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