

Effectiveness of Work Culture Towards Employee Development at Thiruvananthapuram District Co-Operative Bank

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Abstract - The banking system in India is significantly different that out of other Asian Nations because of the country's unique geographic, social and economic characteristics. India has a large population and land size, a diverse culture, and extreme disparities in income which are among its region. Work culture plays a crucial role to improve the overall development of the employee. Work culture is an environment created by the management for their employees. This study was conducted to find out the effectiveness of work culture towards employee development. It is the responsibility of the organisation to improve the working condition of the employee. The organisation can enhance its work culture by delegating job effectively to all the employees.

Index Terms - Work Culture, Employee Development, Individual Professional Development.

1.INTRODUCTION

The banking system in India is significantly different that out of other Asian Nations because of the country's unique geographic, social and economic characteristics. India has a large population and land size, a diverse culture, and extreme disparities in income which are among its region. The country's economic policy framework combines socialistic and capitalistic features with a heavy bias towards public sector investment. Achieved, capital will be required that can be found only through cost cutting which itself is dependent on decentralization. Nationalized banks need to have regional board of directors like SBI to decentralize decision making the relevance of Co-operative banking in our country becomes more concrete. Co-operation is a way of hiring, which implies the meaning associate work or joint work. Co-operation is noble idea. Co-operation is based on

guiding principle "self-help and mutual help' all for each and each for all". Co-operation also reduces the gap between have and have not's. The Nationalised banks need to have regional boards of directors like SBI to decentralise decision making. Human resources are not merely an asset but the real capital of a bank. A bank should have group of chief officers in a variety of field so that the collective wisdom of their organisation is at the fingertips of every employee. An integrated body of knowledge and professionalization in banking has to be place to continued financial viability. The Thiruvananthapuram District Co-operative Bank has a strong organisational culture and stringent ethics backing to ensure the high level of employee development. Work culture plays a crucial role to improve the overall development of the employee.

2. REVIEW OF LITERATURE

Leo Lingham (1954) "Work culture is combination of qualities in an organisation and its employees that arise from what is generally regarded as appropriate ways to think and act". Thomas Rolling's and Darryl Roberts (1978) "The work culture of an organisation is a product of its history transactions, values and vision. A pattern of basic group assumptions that has worked well enough to be consider valid and therefore is thought to new members as the correct way to perceive think and feel". Darryl Robert (1978) "Work culture is the mix of practices and ideologies arising from the interactions of people with their work environments , have been shaped in all by diversity-diversity of employment opportunities, population and housing. Needle (1982) "Organisational culture

represents the collective values, beliefs and principles of organizational members and is a product of such factors as history, product, market, technology, and strategies, type of employees, management styles and national cultures and so on". M .L Munn (1978) "Attributes as learned predictions towards aspects of our environment. They be positively or negatively directed towards certain people, service or institutions".

3. STATEMENT OF PROBLEM

The importance of culture to any business can be found in its employee's role in adding value through being a champion and caretaker of the organisation. Intellectual capital or talent represents the value today's organisations as it signifies the sustainable competitive advantage. In today's world the employees need to be well developed so they can contribute well to the wellbeing of their organisation and social environment in this competitive world. The effectiveness of work life is more concern with the overall climate of work and the impact of that on people and on the organizational effectiveness. The participation of employees in problem solving and decision making, particularly in areas relating to their work is considered to be necessary conditions providing greater autonomy and opportunity for self-direction and self-control to workers with ultimate objective of upgrading the quality of life at work.

4. OBJECTIVES OF THE STUDY

1. To study the present work culture and employee development prevailing in the organisation.
2. To find out the relationship between the work culture and the employee development
3. To study the role of employee in decision making and problem solving.

5. RESEARCH METHODOLOGY

This study is descriptive in nature. Both primary and secondary data were used. Primary data were collected from the employees of Thiruvananthapuram District Co- operative Bank by the help of a structured questionnaire. Secondary data were collected from various academic journals and other publications related to banking sector.

Total number of population is 700 and data were collected from 100 employees. Purposive sampling method was used for data collection. Tabulation method, percentage analysis and graphical method were used for data analysis. Chi-square Test was used for hypothesis testing.

6. HYPOTHESIS

H0: There is no significant relationship between work culture and individual professional development.

H1: There is a significant relationship between work culture and individual professional development.

7. DATA ANALYSIS AND INTERPRETATION

Table 7.1 Profile of Respondents

Characteristics	Category	No. of Respondents	Percentage
Gender	Male	68	68
	Female	32	32
Age	18-30	0	0
	31-40	16	16
	41-50	56	56
	51-56	28	28
Experience	0 To 5	12	12
	05 To 10	36	36
	10 To 15	31	31
	15 To 20	6	6
	Above 20	15	15

Figure 7.1 Profile of Respondents

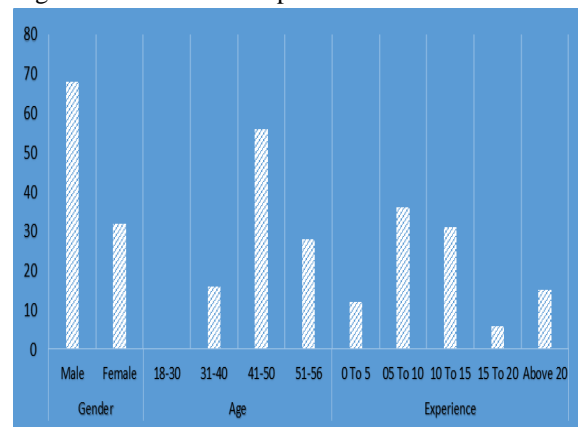


Table 7.2 Satisfaction level of employee in relation to effectiveness of work culture

Sl. no	Option	No. of respondents	Percentage
1	Highly Satisfied	12	12
2	Satisfied	37	37
3	Neutral	18	18
4	Dissatisfied	18	18
5	Highly dissatisfied	15	15
	Total	100	100

Figure 7.2 Satisfaction level of employee in relation to effectiveness of work culture

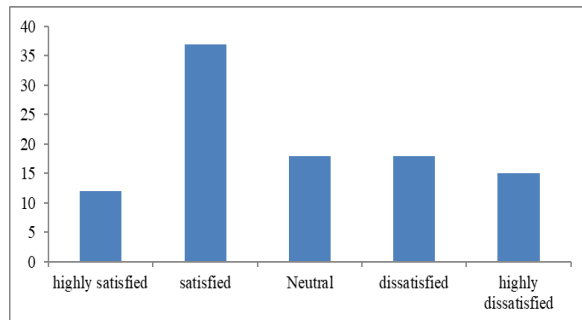


Table 7.3 Work culture improvement of individual's professional development

Sl. no	Option	No. of respondents	Percentage
1	Highly agree	19	19
2	Agree	52	52
3	Neutral	23	23
4	Disagree	4	4
5	Highly disagree	2	2
Total		100	100

Figure 7.3 Work culture improvement of individual's professional development

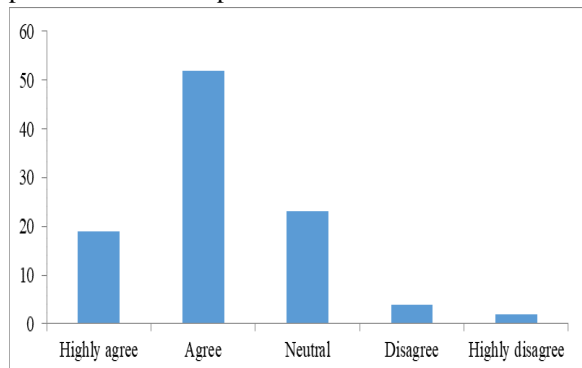


Table 7.4 Testing of Hypothesis

Sl. no	Attributes	Highly	Agree	Neutral	Disagree	Highly	

		Agree				disagree	
1	Work culture	12	37	18	18	15	100
2	Individual development	19	52	23	22	2	100
Total		31	89	41	22	17	200

O	E	(O-E) ²	(O-E) ² /E
12	15.5	12.5	0.79
37	44.5	56.25	1.26
18	20.5	6.25	0.31
18	11	49	4.45
15	8.5	42.25	4.97
19	15.5	12.25	0.79
52	44.5	56.25	1.26
23	20.5	6.25	0.30
4	11	49	4.45
2	8.5	42.25	4.97
Total			23.52

Calculated value = 23.52

Degree of freedom = (R-1) (C-1)
= 4

Table value = 9.48

Interpretation

It is defined from the above analysis that the calculated chi-square value is greater than the table value. So null hypothesis is rejected and accepted the alternative hypothesis. Hence it is concluded that there is a significant relationship between the work culture and individual professional development.

8. FINDINGS

- Majority of the employees are agreeing that the work culture improve the individual's professional development.
- The organization possess employees who are well experienced and most of the employees are satisfied with the job and work culture.
- Majority of employees are satisfied with the job and work culture.
- Majority of employees are highly agreeing that the organisation provide opportunity for learning and skill development.

- Majority of the employees are agreeing that the management empower the employees through workers participation in decision making and problem solving.
- Majority of employees are agreeing that the job matches to their educational qualification.

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9. CONCLUSION

Human resources are the back bone of every organisation. It is the responsibility of the organisation to improve the working condition of the employee. So that they can work using their full potential. From the study it was concluded that the work culture of TDCB is effective and good. The employees are satisfied with the prevailing work culture and employee development programme. The organisation can further improve the work culture and employee development by providing proper training and development programme. The organisation can also enhance its work culture by delegating job effectively to all the employees. The effective work culture will have a positive impact on the employee development, thus Thiruvananthapuram District co-operative Bank Ltd. can ensure its long run by providing better work culture.

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