

A STUDY ON EFFECTIVENESS OF ORGANISATIONAL STRUCTURE IN HYUNDAI MOTORS

¹PRIYADHARSHINI.S, ²Dr.MURUGAN RAMU

¹Student, First Year, BBA LLB (Hons), Saveetha School Of Law, Saveetha University,
Saveetha institute of medical & technical sciences , Chennai -77, Tamilnadu, India

²Assistant Professor of Management , Saveetha School Of Law, Saveetha University,
Saveetha institute of medical & technical sciences, Chennai -77, Tamilnadu, India

¹2000indhuammu2000@gmail.com , ²muruganramu.ssl@saveetha.com

ABSTRACT:

Organisations are among the very important units of the society. During their establishment and development, a specific kind of organisational culture eventually appears. The necessity of organisational cultures are to develop the cohesion, and to stimulate employees' enthusiasm and creativity to improve the organisation's economic efficiency. When we look into it addition, organisational culture greatly affects the employee behaviour. The aim of this study is to find out how organisational culture affects employee behaviour. It is necessary to keep in mind that in order to improve the organisation's business management and let the organisational culture have the right impact on employees.

The final results of the study points out that the organisational culture mainly affects motivation, promotes individual learning, affects communication, and improves organisational values, group decision making and solving conflicts. The phenomenon of culture associated with employee behaviour. appears to be increasingly important in today's workplace. Research on the relationship between organizational culture and organisational behaviour is becoming increasingly important. More and more studies have examined the relationship between organizational culture and organizational behavior. Researchers claim there is a positive relationship. In these studies, various methods have been applied, such as theoretical study, field study and empirical study and so on.

KEYWORDS: *Organisational culture, organisational behaviour, employee behavior.*

INTRODUCTION:-

Automobile Industry produces vehicles and different gasoline-powered vehicles, like buses, trucks, and motorcycles. the auto trade is one among the foremost vital industries within the world, touching not solely the economy however additionally the cultures of the globe. It provides jobs for numerous folks, generates billions of bucks in worldwide revenues, and provides the premise for a mess of connected service and support industries. vehicles revolutionized transportation within the twentieth century, ever-changing forever the approach folks live, travel, and do business.

The automobile has enabled folks to travel and transport merchandise farther and quicker, and has opened wider market areas for business and commerce. As a results of easier and quicker transportation, the us and world economies became addicted to the quality that vehicles, trucks, and buses offer. This quality allowed remote populations to move with each other, that magnified commerce. The transportation {of merchandise|of products} to shoppers associate degreed shoppers to goods has become an trade in itself. the auto has additionally brought connected issues, like pollution, full traffic, and main road fatalities. nonetheless, the auto trade continues to be a crucial supply of employment and transportation for numerous folks worldwide. When establishing and developing a company or other organisation, an internal culture will develop step by step. The purpose of its existence is to improve solidarity and cohesion, stimulate employees' enthusiasm and creativity, and to improve the economic efficiency of an organisation. In general like the cultures, the organisational cultures are very complex and unique. They are based their individual history, leadership and workforce.

Hence, in order to improve management and let an organisational culture have the right effect on employees, it is important to understand how organisational cultures affect employee behaviour. Robbins (2010) outlines seven primary characteristics that capture the essence of an organisational culture as follows: (1) Innovation and risk taking. Employees are encouraged to be creative and take risks which produce creativity.

REVIEW OF LITERATURE:

The study done by Mukherjee (March 2007), Proclaims in his article on “HR Practices in India- crisis Ahead” that, gone are the days when HR Practices in India followed the stereotyped jargons for management practices like planning, organizing, staffing, controlling and so forth..Subba Rao P. (2004). In fact, human resources with right attitude are solely responsible for making use of national resources and for the transformation of

traditional economies into the modern industrial and knowledge economies..Sharma (2005) contents, that International Human Resource Management is distinct from domestic Human resources management because of its broader perspective.Wayne Mondy et al (2006), it depicts the urgent need for understanding the importance of innovative and effective HRM for the success of every organization. The person or units who perform the HRM tasks are changing dramatically in recent years. A study provided by Kotter and Heskett (1992) gave a good example on the relationship between organizational culture and organizational behavior. In their study, their conclusion can be categorized into two: a contingency model and a universal model. Culture has been defined in many different ways and by many different theorists. For instance, according to Geert et al (2010) “it is the collective programming of the mind that distinguishes the members of one group or category of people from others”. Kotter and Heskett (1992) noted that culture is “a set of beliefs, values and behaviours commonly held by a society, being derived from social anthropology as a framework for understanding ‘primitive’ societies”. Deal and Kennedy (1982) says that culture in crisp as “the way we do things around here”.

AIM OF THE STUDY:

- To analyze the overall performance of the employees of HMIL.
- To learn the employees relationship with their peers.
- To study the employees feel about the management.
- To understand how the employer encourages participation in decision making.

HYPOTHESIS:

- It is significant that the existing culture of the organization creates huge impact on employees’ behavior of Hyundai Motors India Limited [HMIL].

MATERIALS AND METHODS

The study was done in the form of doctrinal research, where the problem or question is systematised, ratified, amend clarified by sources from authoritative texts. The study took a qualitative research approach, the information, primary and secondary sources are gathered

from journal, article, research paper, study materials, and newspapers. They are analysed interpreted and presented in a narrative form.

PROFILE OF HYUNDAI MOTORS INDIA LIMITED:-

Hyundai Motor India Limited (HMIL) is an entirely claimed auxiliary of Hyundai Motor Company, South Korea and is the second biggest and the quickest developing auto producer in India. Hyundai Motor India Limited was framed in 6 May 1996 by the Hyundai Motor Company-of South Korea. At the point when Hyundai Motor Company entered the Indian Automobile Market in 1996, the Hyundai mark was relatively obscure all through India. Amid the section of Hyundai in 1996, there were just five noteworthy car producers in India, i.e. MUL, HM, PAL, TELCO and M&M. Daewoo had entered the Indian vehicle showcase with Cielo only three years back while Ford, Opel and Honda had entered not as much as multi year back. HMIL's first auto, the Hyundai Santro was propelled in 23 September 1998 and was a runaway achievement. Inside a couple of long stretches of its initiation HMIL turned into the second biggest car producer and the biggest car exporter in India. Hyundai Motor India Limited (HMIL) is a completely possessed backup of Hyundai Motor Company (HMC), South Korea and is the biggest traveler auto exporter and the second biggest auto maker in India. HMIL by and by business sectors 6 models of traveler autos crosswise over fragments. The A2 fragment incorporates the Santro, and the i20, the A3 portion incorporates the Accent and the fluidic Verna and the fluidic elantra , the A5 section incorporates the Sonata Transform and the SUV section incorporates the Santa Fe. HMIL has set up an innovative work office in the digital city of Hyderabad. As HMC's worldwide fare centre for conservative autos, HMIL is the primary car organization in India to accomplish the fare of 10 lakhs autos in a little more than 10 years. HMIL as of now sends out autos to in excess of 120 nations crosswise over EU, Africa, Middle East, Latin America, Asia and Australia. It has been the main exporter of traveler autos of the nation for the 6th year in succession. HMIL has two assembling plants in Sriperumbudur, Kanchipuram area, Tamil Nadu fit for creating 6, 70,000 vehicles every year

THE ADVANTAGE OF EFFECTIVE ORGANISATIONAL STRUCTURE:

An organization structure is the manner in which subunits in organizations are inter-related and grouped. An organizational structure specifies how subordinates report to their superiors. This enhances coordination in the activities of the members of the group. There are various organization structures which include line, functional, product and matrix

organizational structures. A major advantage of an effective organizational structure is that it reduces conflict between employees regarding who is to carry out certain jobs in the organization. The contingency model indicated that better performing organizations have strong cultures, but only if the culture fits the organization's environment. In contrast, the universal model outlined that if an organization wants to behave well in the long term, it must have a culture focused on three constituencies: customers, employees, and stockholders.

FACILITATES SPECIALIZATION:

Organizational structure facilitates division of work since each boss has specialised knowledge on his field of work. He has better and accurate knowledge to guide his subordinates. The supervisor's task is to ensure that his department performs its best, regardless of whether other units are performing as well. The supervisor should also help his subordinates perform to their best in that area of specialization.

CONTROL OVER RESOURCES:

Organizational structures modify management over resources as a result of these resources is distributed and assigned to the assorted units. These resources ought to be went to their best uses at that level. Since resources ar terribly scarce, they must be utilised effectively by eliminating inessential wastage. this will solely be done if associate degree structure structure is clearly outlined and there's management of workers through an efficient structure

EASIERCOMMUNICATION:

Organizational structures clearly state who reports to whom. A subordinate cannot report on to the manager before act together with his immediate supervisor. This simplifies the work of govt workers so they're not overcome by the activities of the firm. Flow of knowledge is controlled so workers don't cash in of info which will expose wind essential for the firm's survival.

BETTEREMPLOYEEPERFORMANCE:

Organizational structures clearly show numerous jobs to be performed by workers and that supervisor can manage them. The supervisor trains them out of his own expertise or from the principles of the organization and helps they become higher performers. Supervisors penalize and reward wherever necessary and this helps the workers learn from their own

experiences and conjointly from their supervisors. In a way, these supervisors are role models to their subordinate

While trying to discover qualities of culture that may have effect on business conduct, Geert Hofstede executed a standout amongst the most extensive investigations of how esteems in the working environment are impacted by culture. He broke down a substantial database of worker esteem scores gathered inside IBM in the vicinity of 1967 and 1973. What's more, he showed that there are national and local social groupings that influence the conduct of associations and recognized four measurements of culture (later six) in his investigation of societies:

In light of research by Michael Harris Bond, and Confucian reasoning, a fifth measurement was distinguished by Hofstede in 1991: Long-Term Orientation. A 6th measurement was included the 2010, in light of Michael Minkov's investigation of the World Values Survey information. This new measurement is called Indulgence versus Restraint.

SUGGESTIONS:

The examinations connected with the way of life that have affected on individuals' practices inside an association could be additionally explored. As specified before, the way that the quantity of meetings were restricted because of limitation time and assets; the inquiries in meetings may not cover all parts of the authoritative culture. Along these lines, additionally thinks about on culture could give careful consideration in recognizing all parts of authoritative culture. In addition, additionally studies could likewise consider different variables, such identities and ethnic culture.

CONCLUSION:

In any case, the contextual investigation found that few out of every odd conduct was influenced by the authoritative culture. In any case, some piece of worker conduct has a solid relationship with culture. The three levels of the hierarchical culture incorporate images, ceremonies, and qualities; each level impacts affect conduct. Images have impacts on persuading workers, and conveying an organization's vision and qualities to its representatives. Ceremonies set conduct norms and upgrade the key qualities to workers. In the interim, images and ceremonies remain for a mean of social dispersal. Likewise, values as the center level of the authoritative culture have the most huge effect on representative conduct. Qualities incorporate six measurements, and each measurement speaks to the distinctive parts of authoritative culture. The principal measurement is control separate.

Power separate in culture mirrors the association structure and plan. It likewise has impacts on correspondence, demeanor articulation and basic leadership. The second measurement independence and community have impacts on the working objectives upon individual and gathering work, for example, singular learning, capacity, and qualities. It likewise demonstrates the effect on clashes tackling. The third measurement, manliness and gentility, demonstrates that the sought after working objectives depend on sexual orientation attributes. Those working objectives demonstrate the third measurement has affect on inspiration. It is significant that reward framework, which has a place with human asset and practices, is additionally influenced by the measurement of manliness and womanliness. The fourth measurement, vulnerability evasion, demonstrates this piece of culture not exclusively could propel worker by work pressure and test, yet in addition could crush a representative with it. The fifth measurement is long haul introduction. The examination on it demonstrates the consequences for inspiration, singular learning, and cooperative choice making. The 6th measurement, liberality and limitation, diagrams the worker's state of mind of prosperity. However there is no proof that this measurement affects worker conduct.

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