

A Study on the Impact of Organizational Culture on Employee Performance at Ediglobe Private Limited

Anandhika A (Student)


MBA Rathinam Technical Campus, Coimbatore.

Mr. Thanush N (Assistant Professor)



<https://doi.org/10.55041/ijstmt.v2i5.409>

Cite this Article: A, A. (2026). A Study on the Impact of Organizational Culture on Employee Performance at Ediglobe Private Limited. International Journal of Science, Strategic Management and Technology, 02(05). <https://doi.org/10.55041/ijstmt.v2i5.409>

License:  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

Abstract

Organizational culture plays a significant role in influencing employee behaviour, motivation, productivity, and overall organizational performance. A positive workplace culture helps employees remain motivated, engaged, and committed towards organizational goals. This study examines the impact of organizational culture on employee performance at EdiGlobe Private Limited, Bengaluru. The study focuses on factors such as communication, teamwork, leadership support, employee engagement, work-life balance, recognition, and training opportunities that influence employee performance.

The study adopted a descriptive research design. Primary data were collected from 106 respondents using a structured questionnaire. Percentage analysis and interpretation methods were used to analyse the collected data. The findings reveal that employees have a positive opinion regarding organizational culture and its influence on employee productivity and job satisfaction. The study concludes that a healthy organizational culture improves employee morale, teamwork, communication, and organizational effectiveness. The study also provides suggestions to strengthen workplace culture and improve employee performance.

1. Introduction

Organizational culture refers to the shared values, beliefs, attitudes, and practices followed within an organization. It influences the way employees communicate, perform their duties, solve problems, and interact with others in the workplace. In modern organizations, maintaining a positive organizational culture has become essential because it directly affects employee satisfaction, motivation, productivity, and organizational success.

Employee performance is one of the most important factors contributing to organizational growth and achievement. Employees who work in supportive and collaborative environments are more likely to perform efficiently and remain committed towards organizational objectives. On the other hand, poor workplace culture can lead to stress, dissatisfaction, reduced motivation, and low productivity.

The EdTech industry is one of the fastest-growing sectors in India. Companies operating in this sector require employees who are innovative, adaptable, and capable of working in dynamic environments. Since employees face high expectations and work pressure, organizational culture becomes highly important in maintaining employee morale and efficiency.

This study focuses on analysing the impact of organizational culture on employee performance at EdiGlobe Private Limited, Bengaluru. The organization provides professional courses, internship opportunities, and skill development programs for students and working professionals. The study aims to identify how workplace culture influences employee productivity, engagement, and job satisfaction.

2. Literature Review

Several researchers have studied organizational culture and employee performance in different industries. Edgar Schein (2017) explained that organizational culture consists of shared values and assumptions that influence employee behaviour and organizational practices. Hofstede (2018) introduced cultural dimensions such as power distance and uncertainty avoidance that affect workplace relationships and employee attitudes.

Robbins and Judge (2019) stated that organizational culture positively influences employee motivation, teamwork, and productivity. Al Kurdi et al. (2020) found that communication and management support improve employee satisfaction and commitment. Aburub (2020) highlighted that employee engagement and recognition contribute significantly to organizational performance.

Research studies also indicate that supportive leadership, work-life balance, teamwork, and training opportunities improve employee morale and reduce workplace stress. Organizations that maintain positive work environments are more successful in improving employee retention and productivity.

Research Gap

Most existing studies mainly focus on large organizations rather than startup companies. Limited research has been conducted on EdTech startups and the influence of organizational culture on employee performance in technology-based learning organizations. Therefore, this study focuses on understanding workplace culture and employee performance at EdiGlobe Private Limited.

3. Objectives of the Study

General Objective

To study the impact of organizational culture on employee performance at EdiGlobe Private Limited, Bengaluru.

Specific Objectives

1. To analyse employee satisfaction towards organizational culture.
2. To identify factors affecting employee performance.
3. To understand the importance of communication and teamwork.
4. To study the role of leadership support in employee motivation.
5. To provide suggestions for improving organizational culture and employee productivity.

4. Research Methodology

The study adopted a descriptive research design to analyse the relationship between organizational culture and employee performance. Primary data were collected directly from employees through structured questionnaires. Secondary data were collected from journals, books, research articles, websites, and online resources related to organizational culture and employee performance.

Population and Sampling

The population of the study consists of employees working at EdiGlobe Private Limited, Bengaluru. Convenience sampling was used for selecting respondents.

- Population: 150 Employees
- Sample Size: 106 Respondents

Tools Used for Analysis

1. Percentage Analysis
2. Interpretation Method
3. Charts and Graphical Representation
4. Correlation Analysis

5. Results and Discussion

The findings of the study indicate that the majority of respondents have a positive opinion regarding organizational culture at EdiGlobe Private Limited.

- Around 77.4% of respondents belong to the age group of 21–30 years.
- Nearly 69.8% of respondents agreed that teamwork is encouraged within the organization.
- About 74.5% of employees believe that the organization supports innovation and creativity.
- Around 73.6% of respondents agreed that leadership motivates employees to perform better.
- Approximately 79.6% of respondents stated that training and development programs improve employee skills.
- Nearly 75.4% of respondents agreed that organizational culture improves their productivity.
- Around 76.4% of respondents believe that organizational culture increases employee engagement.

The findings reveal that communication, teamwork, leadership support, recognition, and work environment positively influence employee performance. Employees working in supportive and collaborative environments tend to perform better and remain more satisfied with their jobs.

The study also identified that employees value open communication, fair treatment, career growth opportunities, and work-life balance. Organizational culture helps improve employee morale, confidence, and organizational commitment.

6. Suggestions

Based on the findings of the study, the following suggestions are provided:

1. The organization can conduct regular employee feedback and communication sessions.
2. Additional training and skill development programs can be introduced.
3. Employee recognition and reward systems can be strengthened.
4. Flexible work arrangements can help improve work-life balance.
5. Management can encourage greater employee participation in decision-making.
6. Stress management and employee wellness programs can be organized.
7. Leadership support and mentoring activities can be improved.
8. The organization should continue maintaining a positive and supportive work culture.

7. Conclusion

The study concludes that organizational culture has a direct and positive impact on employee performance at EdiGlobe Private Limited. A healthy workplace culture improves employee motivation, teamwork, communication, productivity, and job satisfaction. Employees working in supportive environments are more likely to remain engaged and committed towards organizational goals.

The study highlights the importance of leadership support, teamwork, employee recognition, training opportunities, and transparent communication in improving organizational effectiveness. In the fast-growing EdTech industry, maintaining a strong organizational culture is essential for long-term organizational growth and sustainability.

Overall, the research confirms that a positive organizational culture significantly contributes to employee performance and organizational success.

References

1. Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior*. Pearson Education.
2. Schein, E. H. (2017). *Organizational Culture and Leadership*. Wiley Publications.
3. Aswathappa, K. (2018). *Organizational Behaviour*. Himalaya Publishing House.
4. Kothari, C. R. (2014). *Research Methodology: Methods and Techniques*. New Age International Publishers.
5. Al Kurdi, B. et al. (2020). *Employee Satisfaction and Organizational Performance Studies*.
6. Aburub, F. (2020). *Employee Engagement and Organizational Productivity Research*.
7. IOSR Journal of Business and Management (2021). *Work-Life Balance and Employee Performance*.
8. Frontiers Research Publications (2024). *Organizational Culture and Employee Engagement Analysis*.
9. Work Institute Report (2025). *Employee Retention and Workplace Culture Report*.