Research Methodology

Research design- A Descriptive Research

A descriptive study is the method adopted in this study as it establishes associations between variables; it involves collections of quantitative information that can be tabulated along a continuum in numerical form.

The Study involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection. It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution.

Research Area

- The present study has been conducted in sixteen organizations of Northern India comprising of equal number manufacturing and service organizations operating in public and private sectors respectively. These organizations, which would presumably cause the evolution of different types of culture, are operating in the following industrial sectors:
  - Banking Industries
  - Insurance Industries
  - Textile Industries
  - Engineering Industries.

- For the purpose of our study sectors were divided into two types. The private sector in which the ownership was wholly in private hand and the public sector in which the ownership was in government hand. Out of the two major industrial sectors, four organizations (two from public and two from private) each have been chosen from the
private sector and the public sector.

- The choice of the specific organization within the broader categories of industries was done after a large informal survey. The survey was made in order to assess the degree of co-operation that was extended. The culture of an organization to be studied requires an intensive amount of investigation at close quarters and calls for a high degree of co-operation from the employees of the organization. It was felt that the study on culture could be most fruitful only when the organizations promised to extend a high degree of co-operation, were arbitrarily chosen.

**Sample Technique**

The study has been undertaken in sixteen organizations. The aim of this research has been to present an exploratory study of different kind of culture prevalent in organization and to correlate the corresponding employee commitment in these organizations in order to establish a relationship. The sample, thus, had to include organizations, which differed from one another on some basis. This was important in order to have an access to presumably divergent culture.

- A **stratified random sampling** has been applied by separating the universe or population elements into three non-overlapping strata – workers, supervisors and managers cadres.

- Then, a **simple random sampling** from each stratum has been selected. The stratified random sampling employed in the study is “disproportionate”, meaning that a higher proportion of the universe has been sampled in our stratum than in another.

- There are two reasons for making a stratified random sample disproportionate – differences in universe size and homogeneity among strata.
The Sample Size

- No of Organizations - 16
- No of Employess-430 employees across the 3 strata, Workers-208, Supervisors-150, Managers-70.

Reasoning:- Besides choosing a sample of 16 organizations, it was further necessary to choose a small group of employees from each organization from which representative data for that particular organization could be collected. In order to arrive at it, a simple random sampling between 10 per cent and 15 per cent was taken out from the total permanent employees registered on the rolls of each organization.

The criteria for selecting the sample population from the total employees of each organization were:-

1. The employee should be an Indian national.
2. They must be working physically in the plants and the premises.
3. Respondents were to be drawn from all three levels of organizational hierarchal namely managers, supervisors and workers.
4. The respondent should be a permanent employee.
**Sources of Data**

**Primary Data** - The questionnaire method has been adopted because of the following advantages: -

1. It is impersonal, and therefore, people did not hesitate to fill in what they actually felt.

2. It is easier to classify and tabulate so that result can be co-related meaningfully.

3. It is more standardized and, therefore, eliminates bias to a greater extent.

The questionnaires in some cases were also served as a basis for the interview schedule, as many of the workers had to be explained the meaning of the texts. This lead to a number of interesting and revealing conversations, which gave an insight into the culture of the organization, that was helpful in confirming the validity of one result.

**Secondary Data** - Reference materials like books, journals and articles published on various sources of both print and electronic media.

**Hypothesis tests**

Statistical tests are deployed for inferring the data through various tabulations and analysis. The following tests have been utilized for the same:-

- Z-test / Analysis of variance (ANOVA)
- Mean test
- Average Test
- Karl Pearson’s Coefficient of Correlation