

FINANCIAL SUPPORT APPROVED FOR THE YEAR 2022-2023

À		OLLEGE OF ART	_	
	FACULTY FINAN			
	FACULT RESEAR	CH AND PUBLI	CATION PAPE	R
		Amount	Amount Sanctioned	PURPOSE
S.NO	NAME		1000 >	Publication
1	Ms. Divya	3000		Paper Publication
2	Mrs. Lakshmi Kumari	2500	1000 ×	Paper Publication
3	Mrs. Unika D	6000	1000 ×	Pager Publication
4	Dr. Arokiamary Geetha Doss	500	500 ×	- Dublication
5	Dr.Meena	2000	1000 ×	
6	Dr.Duraiarasan R M	2000	1000 ×	Paper Publication
7	Dr.Purusothaman N	2000	1000 ×	Paper Publication
8	Dr. SJansi Rani	2000	1000 X	Paper Publication
9	Mr. Yuvnesh Kumar R	2000	1000	Paper Publication
10	Dr. Prakash	2000	1000 ×	Paper Publication
11	Ms.R. Sunita John	1700	1000 ×	Paper Publication
12	Dr.Mahendran V	3000	1000 ×	Paper Publication
13	Mr.Arunan	2867	1000	Paper Publication
14	Ms.Vaidegi T	2867	1000 ×	Paper Publication
15	Dr. Manjusha T V	3687	1000×	Paper Publication
16	Dr. Meenakshi. M.	500	500 ×	Paper Publication
17	Mrs. Florence Josephin Punitha. I,	500	500×	Paper Publication
18	Ms.Sowmiya	500	500×	Paper Publication
19	Mr. Prithivirajkumar	1200	1000×	Web of Science Publication
10	Ms. Nivedhitha	1200	1000 ×	Web of Science Publication
1	Dr.Anandapriya B	11000	1000×	Books Publication



22	Mrs-Srivaishnavi K R	5000	1000 ×	Paper Publication
23	Mrs Annies Mary	500	500 ×	Paper Publication
		500	500 ×	Paper Publication
24	Mrs. Ajitha Purnima	500	500 ×	Paper Publication
25	Dr.Arivarasan N	9000	1000 ×	Two UGC Journals
27	Dr. Gopinath	1200	1000×	National Webinar
28	Dr.Subbulakshmi	750	750×	Books Publication
29	Dr.Frizilin R	750	750×	Books Publication
30	Mr. JANARDANAM	2000	1000 ×	Paper Publication
31	Dr.Sweety Regina Mary	30000	1000 ×	UGC Journal Published.
32	Ms Raichel Diana	3000	1000 ×	Paper Publication
33	Dr Usha Jose	3000	1000 ×	Paper Publication
34	Mr Dominic	3000	1000 🗡	Paper Publication
35	Mr Jerome Nesa raj	3000	1000 ×	Paper Publication
36	Ms Leanne	3000	1000 ×	Paper Publication
37	Mr Justus Wallis	3000	1000×	Paper Publication
38	Ms Vinola	3000	1000 ×	Paper Publication
39	Dr.Muthu Kumara Vel S	1250	1000 ×	National Conference
	TOTAL	1	35000	

Cantre

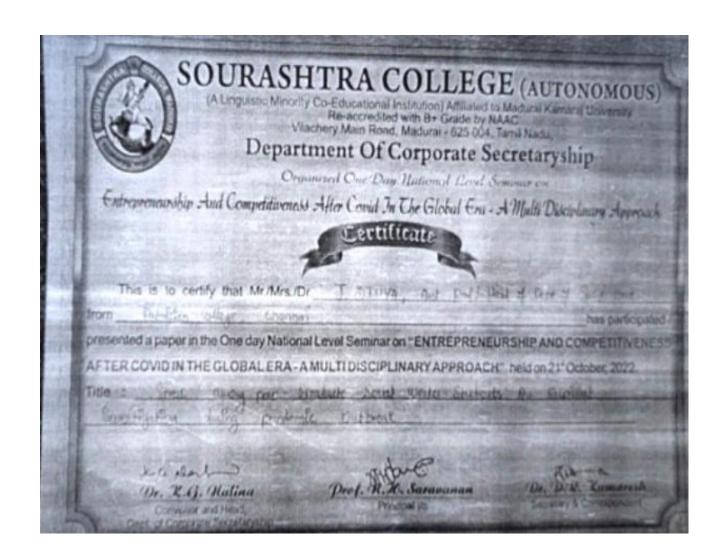


College A/c / Departme	ent A/c College %
Programme Title	Publication
Programme Date	21.10.22
Expense Details	Swash ha College -3000
Budget	too - Krond-
Advance Taken, if any	To be dimbur







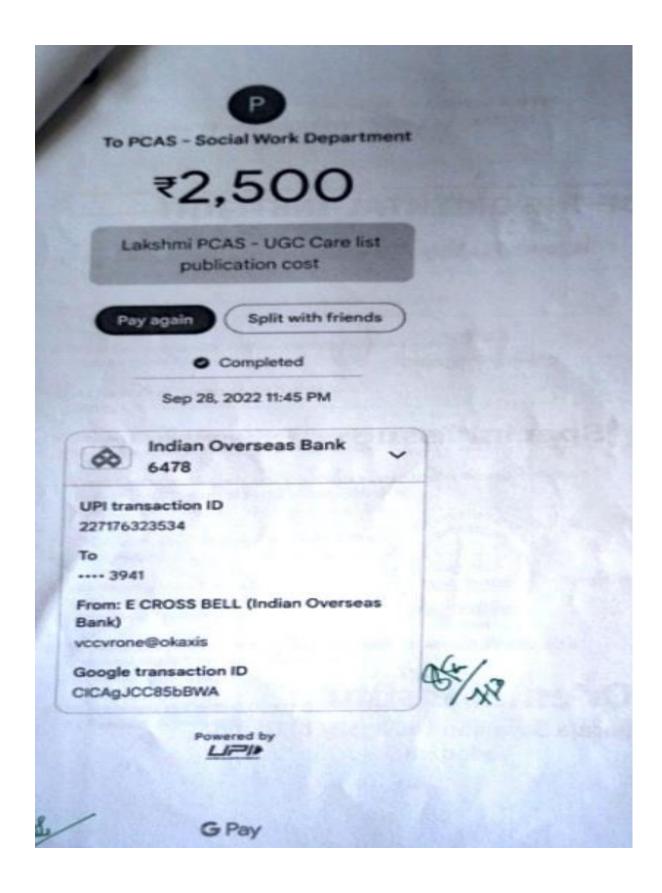




ollege A/c / Department A/c	Publication fee
Programme Title	- Lake
Programme Date	28/9/2022.
Expense Details	Ro. 25001- + Re 1000/.
Budget	vac care List - Publicates
Advance Taken, if any	
Faculty A	trand 1925. 860



6.3 Faculty Empowerment Strategies





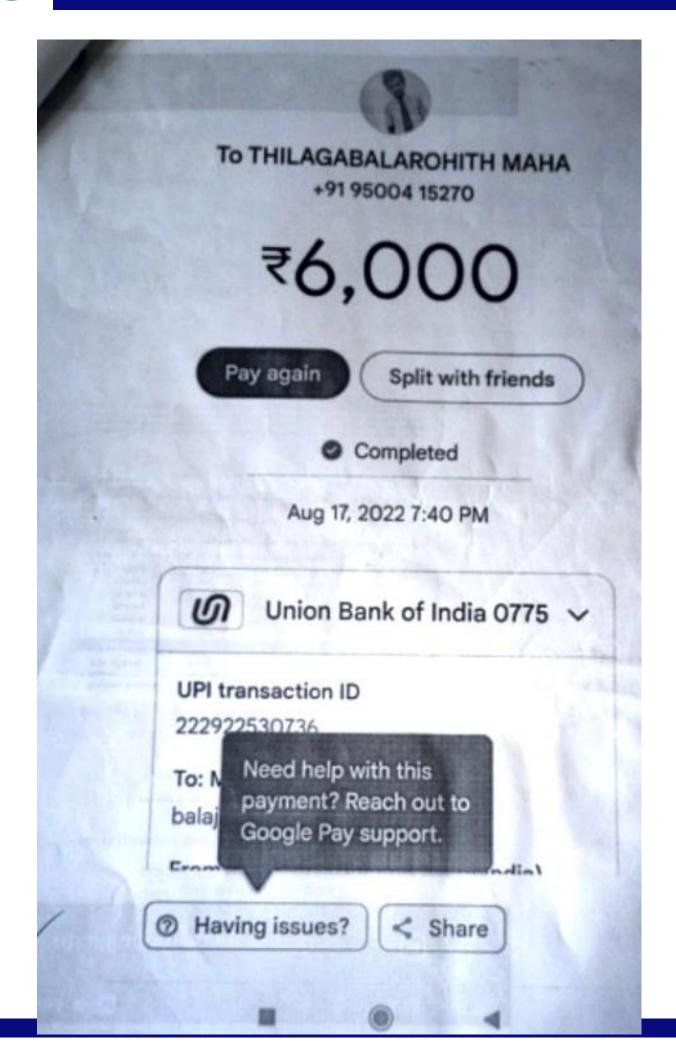
Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 03, No.8, 2022,

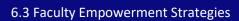
CONTENTS 1. Teachers' Support in Student Achievement of College-Going Adolescents Angeline Vinitha J, Dr. A. Enoch... 2. Influence on Parenting Style on Emotional Intelligence Ms. Anne Evangeline Tryphena. S, Mr. Jerome Nesa Raj... 9-12 3. Peer Pressure among Adolescents in Schools in Chennal. Anusha Princy B., 13-22 4. An Analysis of Needs and it's Satisfaction Divya. J. K. Sathyamurthi. 23-28 5. Learning Beyond School - Music Education and Child Development Ms. M. Jayeetah Steffi, Dr.S. Marceline Pushpa.. 29-32 6. Communication Methods and Timeliness among Higher Secondary School Students with Regard to Social Media Addiction Jincy T.C, Dr. A. Enoch... 33-38 7. Child Trafficking - A Threat of Modern Era Justus Wallis C J ... 39-42 8. Finding Hope in a Maze of Systematic Erasure of Social Constructs by Targeting Children Using Dystopic Narration in Literature Mrs. Lakshmi Kumari. 43-50 9. Trends in Learning: A Study on Effective Implementation of Digital Skill Competencies in The Current Scenario M Lalitha. 51-54 10 Determinants of The Best Interest of The Child: An Overview PJ Nanditha, K. Sathyamurthi.. 55-62



Carre	KEQUISIT	of Arts and Science ION FORM
College A/c / Departm	nent A/c / UBI	50775
Programme Title		Paper published Coly solding
Programme Date		14/8/2022
Expense Details		As-6000
Budget		Rs. 6000 (000) - M
Advance Taken, if any		NIL
23 Nulan Faculty		3 (T) (Kann)









College A/c / Department A/c	
Programme Title	TANYS National Level Fo
Programme Date	215+-28m June 20:
Expense Details	R 500/_
Budget	
Advance Taken, if any	
	ademic Director



barrey Geete Rufs Commerce Deputment The Parneyal Respected Madom, I am bewrite alterday the document of freyment for alterday 7 Days Notional level FDP on "NAME Amenment & Accreditation - RAF" algunes by Tot from 201 to 201 to 201 Jan , 2022. Conducted by Tot Academy. Registrator Fee of R. 500/- was paid for openhapping in this of days FDP. I legrent yourgoods & kindly leimborse the same. thanky you, Your trely Encl: Pays detail on Reverse and Forwards



	Patrician Col REQU	llege of Arts and Science IISITION FORM
\mathbf{Z}	College A/c / Department A/c	Inclinichael Alc Ffaculty
	Programme Title	International motorous
	Programme Date	25th & 26th August 2022
	Expense Details	Enclosed Rs15,000/2
moon	- Budget &	1000/2000 per head.
al al	Me List Enclosed ,	MJ.



	,	m. Address for the Interestable		
		aper Publised in the Internaut Financial Assistants	Claim	
	Sl.no	Name of the Staff	Amount	
	1.	Dr. Geetha Rufus	2000	(4)
	2.	Dr. B.MEENA	2000	
	3.	Dr. R.M.Duraiarasan	2000	(6)
	4.	Dr. PURUSHOTHAMAN	2000	(2)
	5.	Dr. Jansirani	2000	8
	6.	Mr.R.J.Yuvnesh Kumar	2000	9
	7.	Dr. Prakash	3000	(0.)
. L. P		alun		
was hard	10 te .	HOD Leimber	ne au	per policy !
1	Zs 1000	HOD - to reimbour	ne au	per policy !

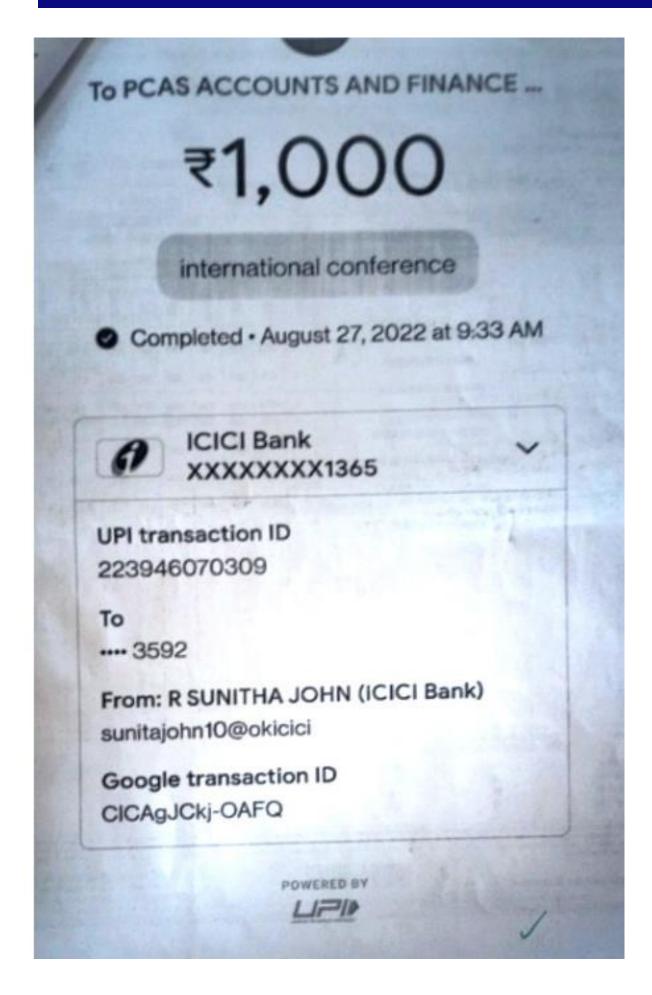


1	Patrician Col REQU	lege of Arts and Science Common Common Co
	College A/c / Department A/c	Patrician College - Brancis - Veltech college - Commore -
	Programme Title	Contemporary Research in Entersition of Fectoday
	Programme Date	07/9/22 -1000 24/3/23 - 700
	Expense Details	1000/+700 = 1700 roly
	Budget	13 (000)
. and	Advance Taken, if any	Ν̈́ο

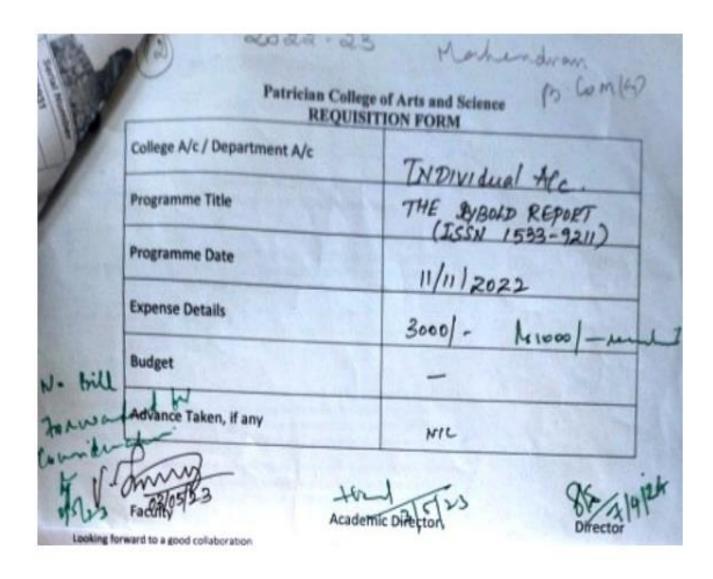




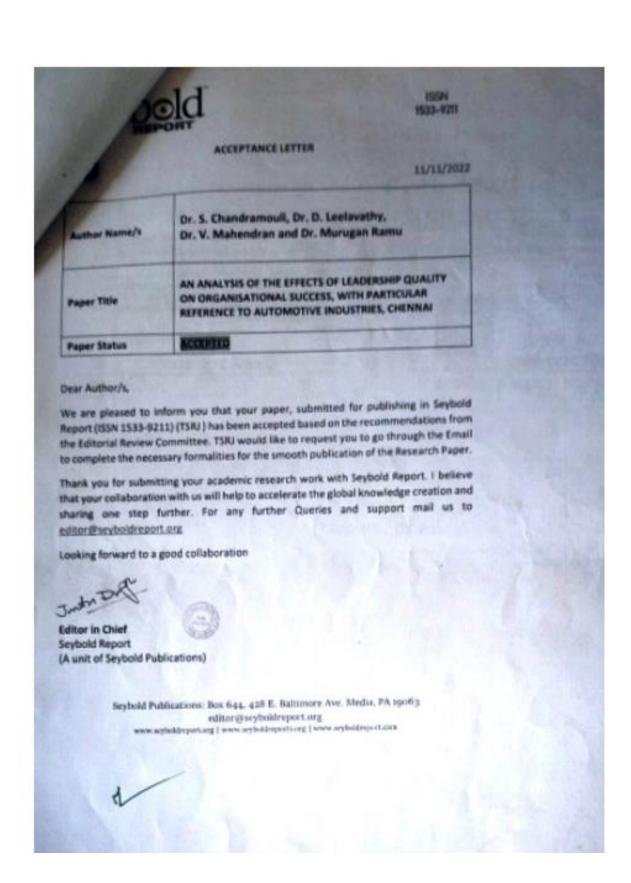








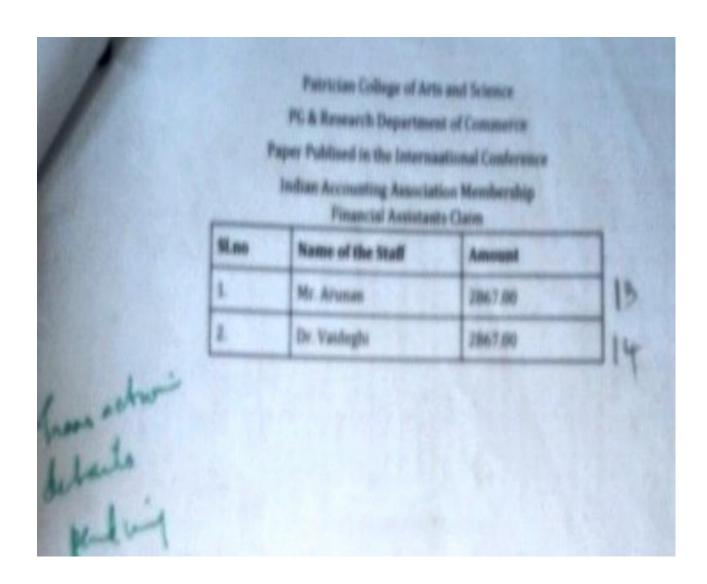






College A/c / Department A/c	UISITION FORM
Conege Act acharatient WC	Inclinidual Alc Co Fe
Programme Title	Inclian Accounting Ass Membership
Programme Date	7th Nov 2022
Expense Details	2 2867 Pechenel
Budget	- Rs 1000/ pc
Advance Taken, if any	- HU "F"







Programme Title International Conference on Research Innovation by Enlarguesca for Sustainable Scannic cheeding Programme Date 7/9/2022 Expense Details Res 500/- for publication Budget Advance Taken, if any	college A/c / Department A/c	B-loma
Programme Date 7/9/2022 Expense Details Re 500/- for publication Budget Re 500/- reinstance	Programme Title	International Conference on Research Innovation to Entrepreses for Sustainable Economic develop
Budget -Re 500/- relulure	Programme Date	
	Expense Details	Re 5001- for publication
	Budget	Re 500/- reinture
	Advance Taken, if any	
	Faculty Acad Y-T-Y-MANUUSHA)	lemis Director



College A/c / Department A/c	Department A/E
Programme Title	Membership - Indian Acco Association
Programme Date	15+ Nov 2022
Expense Details	Rs 3,687.04)-
Budget	
Advance Taken, if any T. V. Marjasha. Faculty Academ	







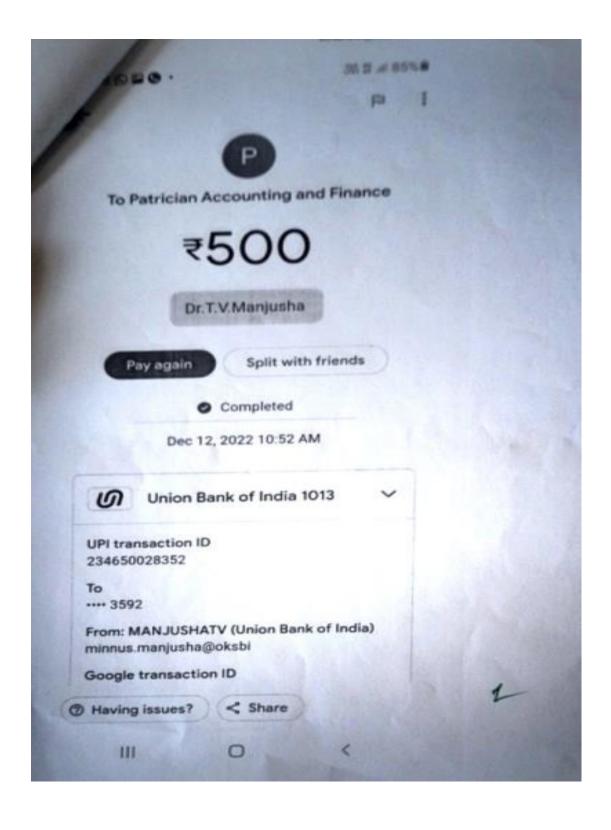
college A/c / Department A/c	
Programme Title	International Conference on Research Innovation & Entreprenent for Sociationals Economic check
Programme Date	7/9/222
Expense Details	Rs 500/- Jor publication
Budget	Rs sool - reimburem
Advance Taken, if any	

ollege A/c / Department A/c	
Programme Title	International Conference on Riscar Innovation et Augreneuship for Sustainable Economie development
Programme Date	7/9/2012
Expense Details	Rs 5001- for Publication
Budget	Rs 500/- reimbruse
Advance Taken, if any	
Faculty AC	ademic Director Director
Faculty Ac	ademic Director Director

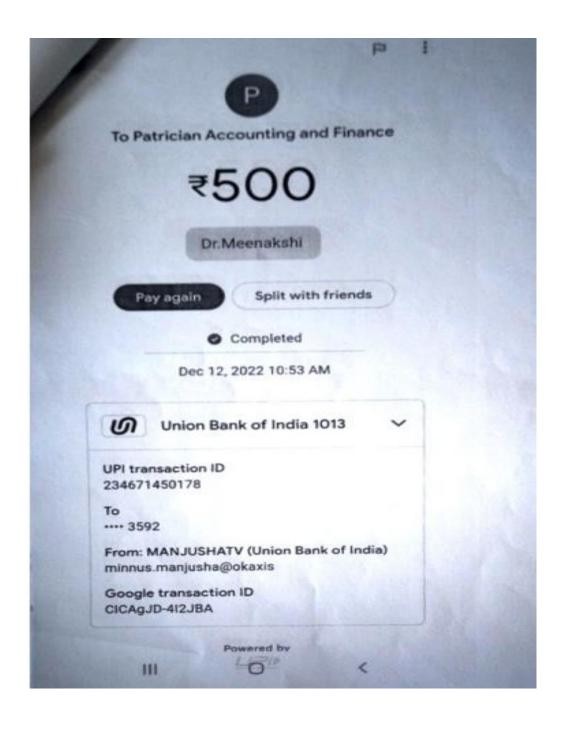


College A/c / Department A/c	ISITION FORM
Programme Title	International Conference on Res Innovation & Entrepreneurship of Subtainable Economic developm
Programme Date	7/1/222
Expense Details	Re 500) - for publication
Budget	Le sool - reinhune
Advance Taken, if any	

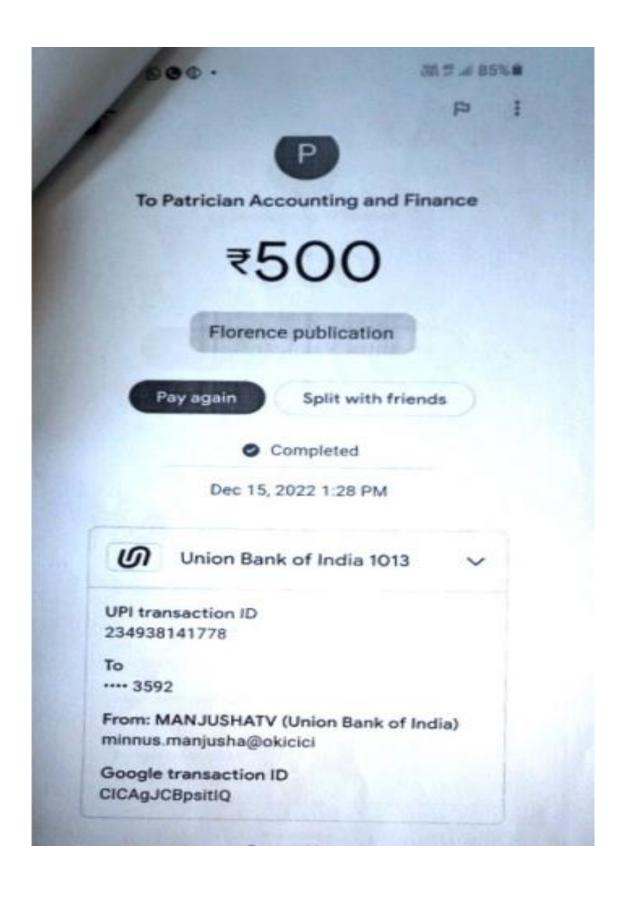




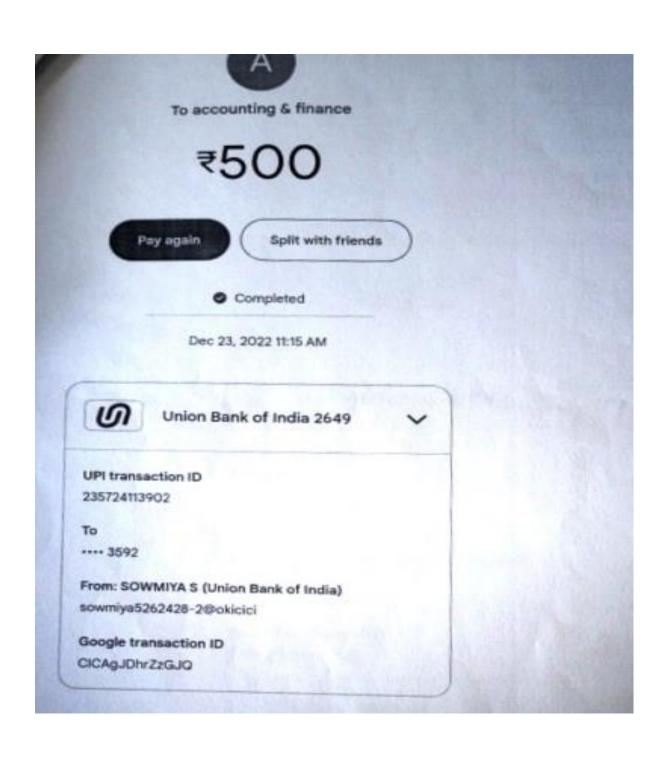








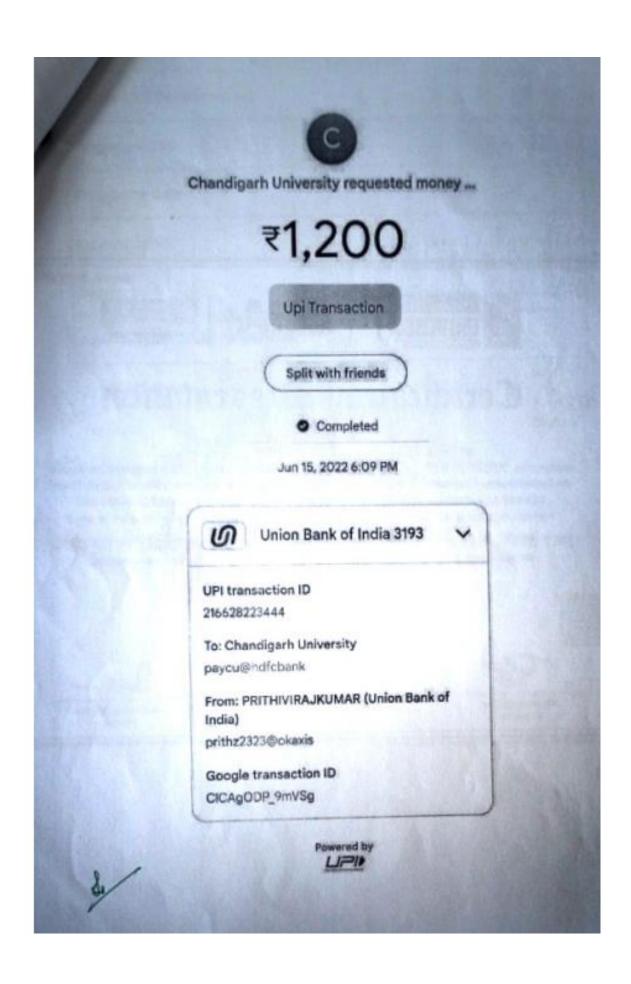






College A/c / Department A/c	Publication fee (
Programme Title	- Prithe
Programme Date	15.6.2022
Expense Details	Web of Screwer - Publicular
Budget	Rs 1000/- reinbu
Advance Taken, if any	-
Faculty Thruspheld Acuter Rajkuman by Sliders	+v-115/22 86

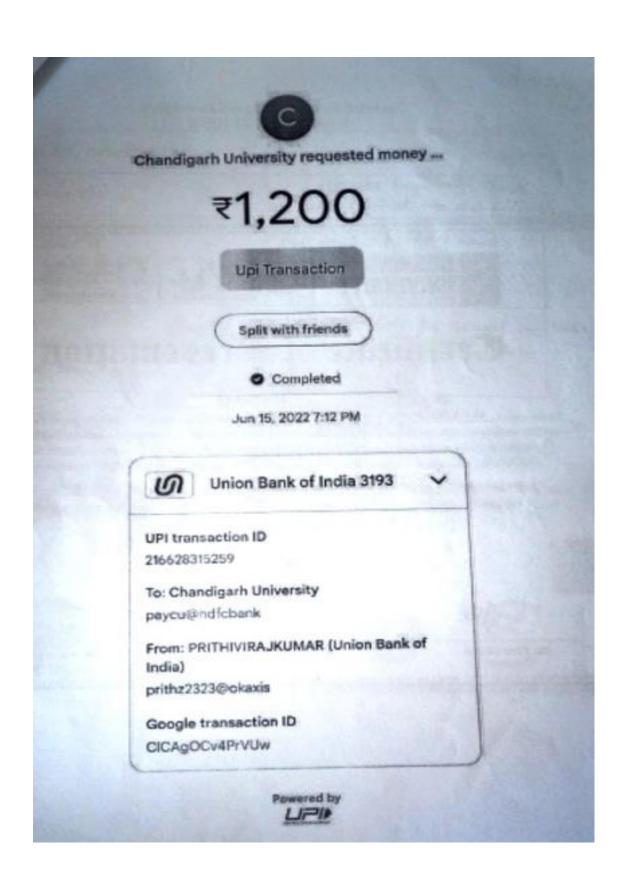






College A/c / Department A/c Programme Title	Publication fee fin - Navilh
Programme Date	15. 6. ADAQ
Expense Details	Ro. 12001 - Re1000
Budget	Web of Same - Rublical
Advance Taken, if any	
2	tund 15122. 06
Faculty January Accument the Hange J. Mh 23	odemic Director Direct



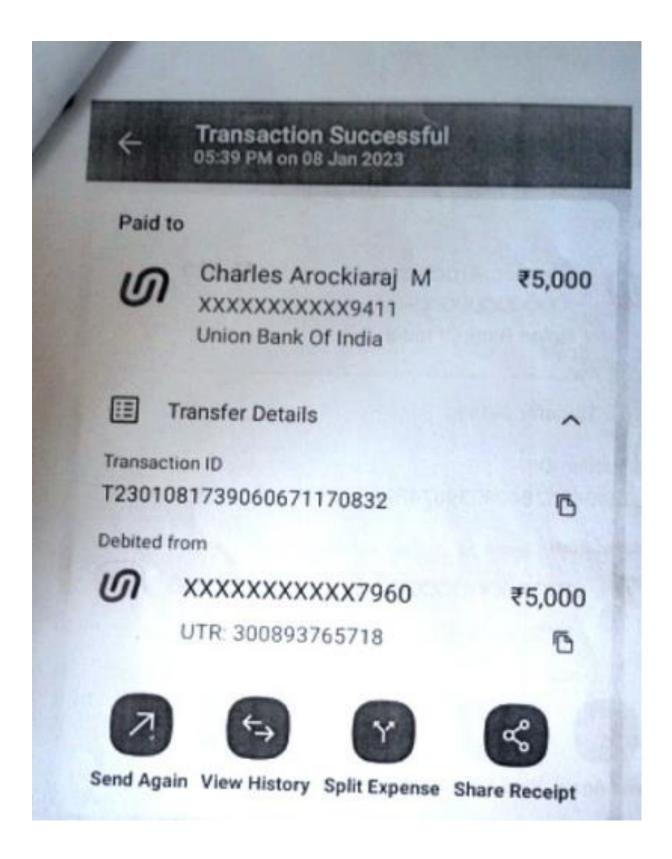




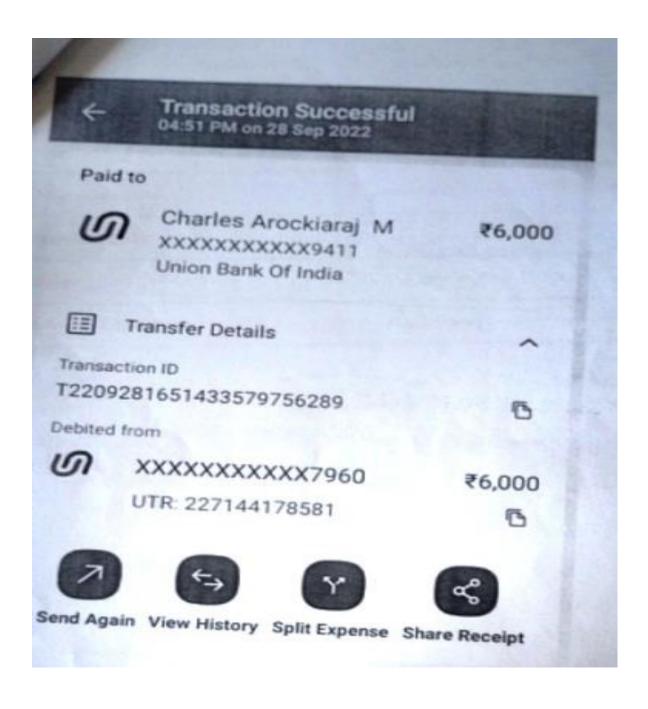
6.3 Faculty Empowerment Strategies

College A/c / Department A/c	Dr Anang
Programme Title	1) Software Engineery Book 2, Computer Netrals and Enterels
Programme Date	Feb 2023 & April 2023
Expense Details	2) Rooks Publications.
Budget	R. 11000/- hs 1000/-
Advance Taken, if any	NIL





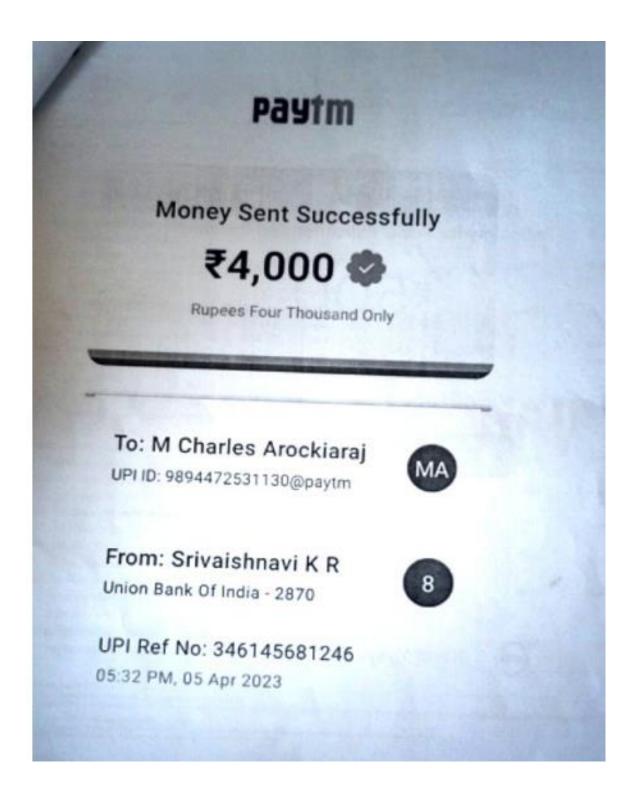




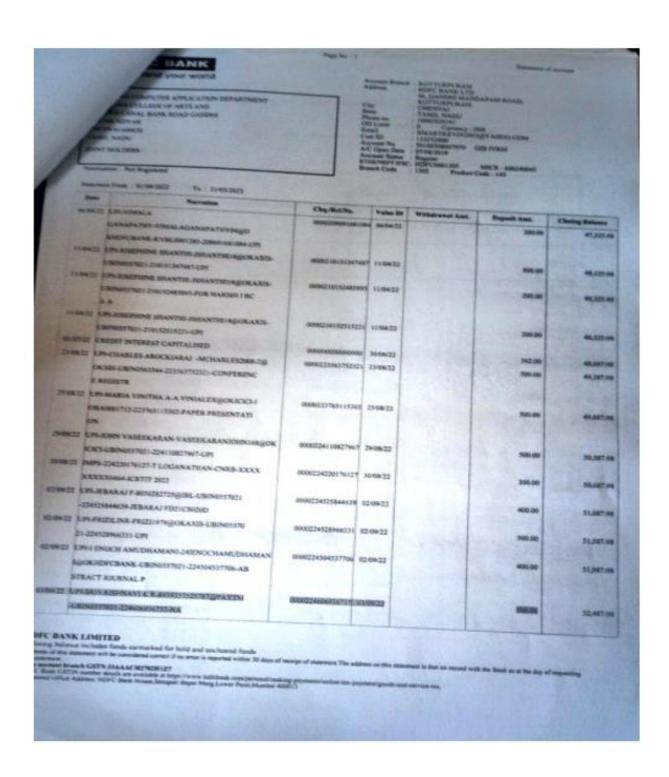


College A/c / Department A/c	Book, Paper Publication of FDP
Programme Title	D'Computet Netwars Book 20 the society of a Sound Educate 20 Paper Publication - Conference
Programme Date	September 2002 of April 2003
Expense Details	Book - Rs. 4000 FDP - Rs. 500 Bonjeung - Rs. 500
Budget	Rs. 5000/-
Advance Taken, if any	- Recool -reintemen

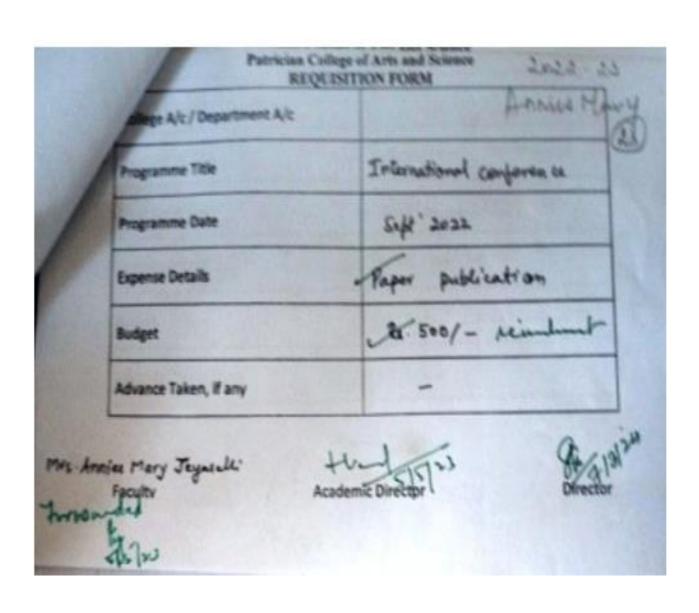








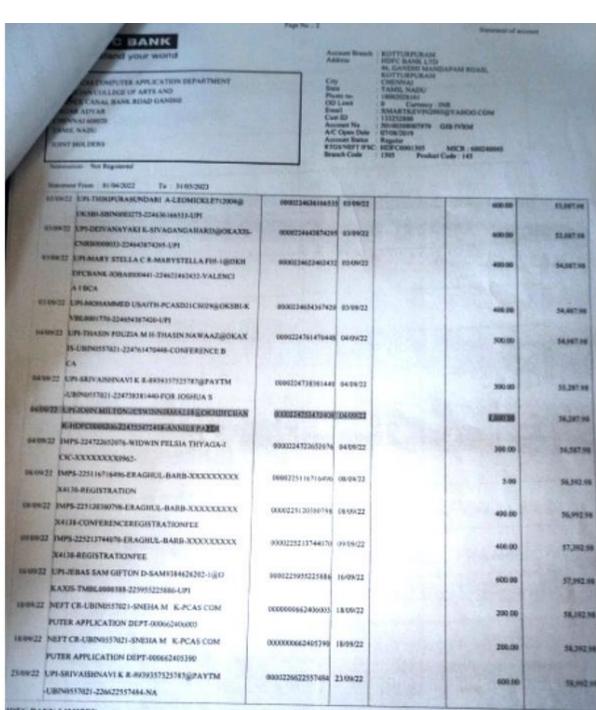






Programme Title	International Conference
Programme Date	Sept '2022
Expense Details	Paper publication
Budget	Rs. 800 / - restaunt
Advance Taken, if any	
aculty through the K. Sangeetha) to	Academic Director Direct





IDEC BANK LIMITED

Reveny Festivent includes family correspond for hold and configured family mean of the concepts will be considered correct if as even is expected writes.

rept if no arrow is expected within 16 days of manipt of statement The adultion on this state

Foresteen Branch GSTN, BAAAC N2702H122
FE Block GSTN months down one procedure a large Curve halfs bank conspicrously missing copporated (ATter Address: HDVC Bank House, Sengue) Dapat Mary Lawer Parti, Months 40001 h

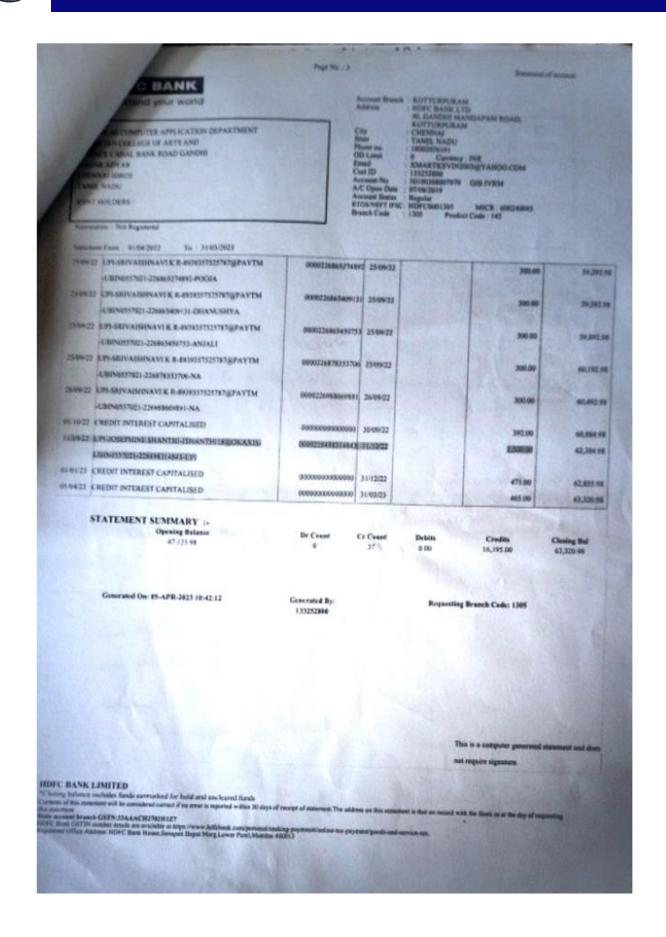


College A/c / Department A/c	
Programme Title	International Conference
Programme Date	September 2022
Expense Details	September 2022 Paper Rs. 5007-00
Budget	Rs-500/f _ rein
Advance Taken, if any	NIL



Programme Title	International Conference
Programme Date	September 2022
Expense Details	Paper Publication
Budget	Rs. 500/- reimbure
Paculty marketed Patrician C	NEL
College A/c / Department A/c	
Control of the Contro	
Control of the Contro	International Conference
College A/c / Department A/c	
College A/c / Department A/c Programme Title	International Conference
College A/c / Department A/c Programme Title Programme Date	International Conference September 2022
College A/c / Department A/c Programme Title Programme Date Expense Details	International Conference September 2022 Paper Publication

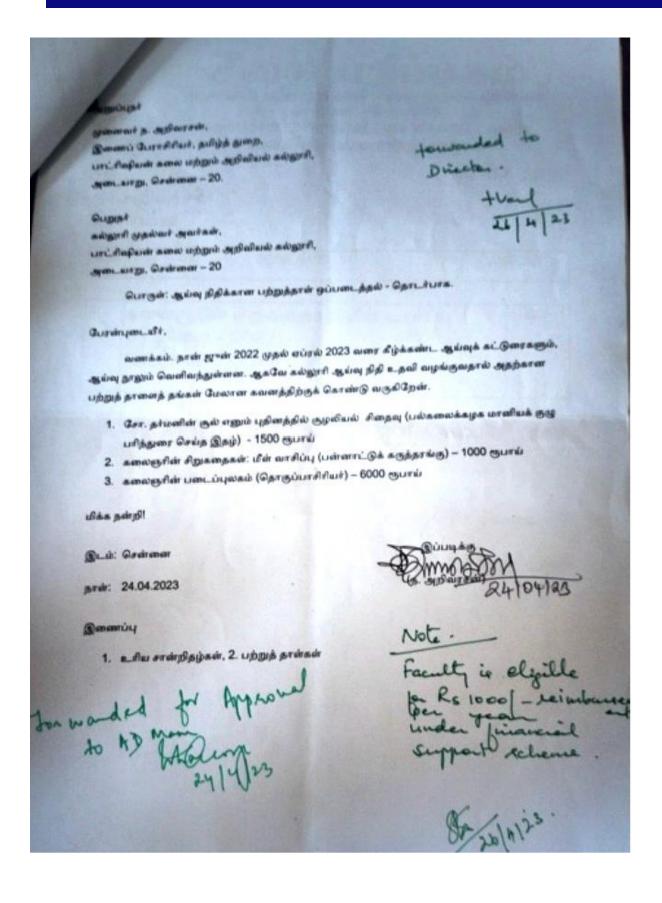






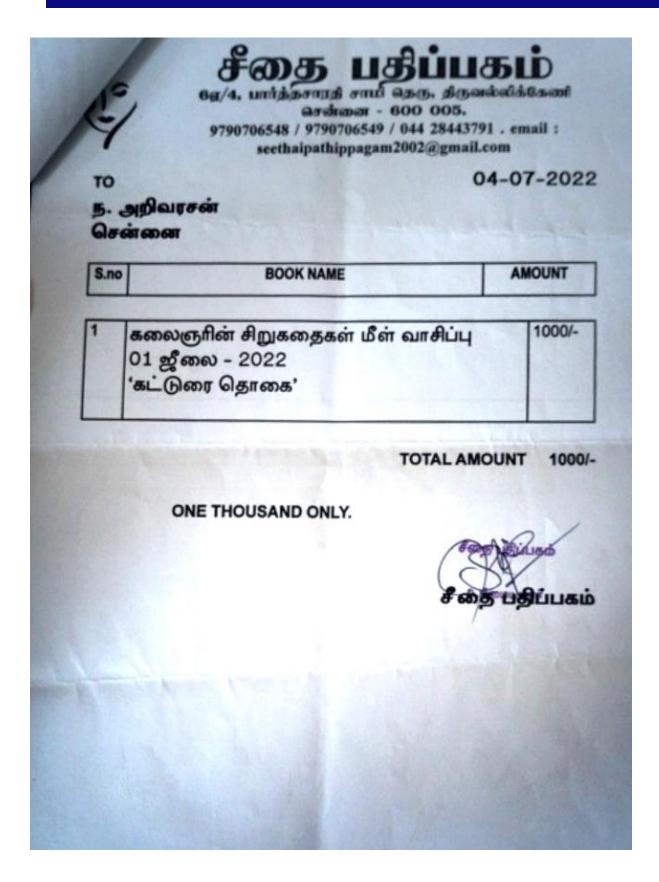
allege A/c / Department A/c	(22)
Programme Title	Two vac Journals 3,000 Book 6,000
Programme Date	2002-23
Expense Details	9,008/-
Budget	
Advance Taken, if any	NIL
DIFILING AKIVIOR REPORTED	cademic Director Director



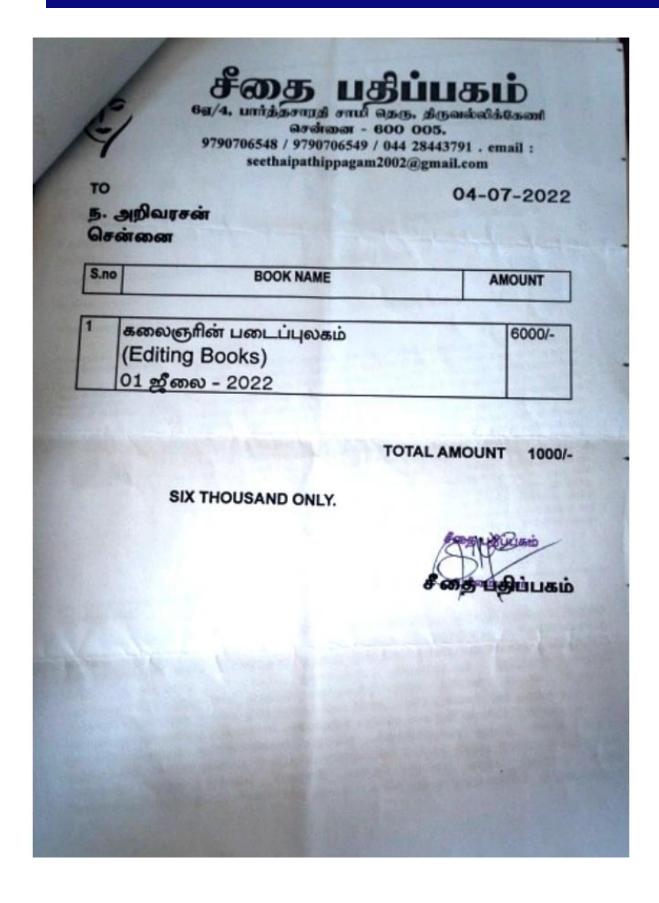




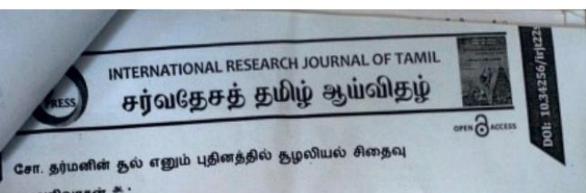
2022 - 2023











ந. அறிவரசன் 🋎 -

ஆம்றத்துறை, பெட்ரிசியன் கலை, அறிவியல் கல்லூரி, அடையாறு, சென்னை-600020, தமிழ்நாடு.

Ecological degradation in Cho. Dharman's novel Sool

N. Arivarasan ..

- Department of Tamil, Patrician College of Arts and Science, Adyar, Chennal-600020, Tamil Nadu, India

£ 31-03-2022 d: 07-04-2022



ABSTRACT

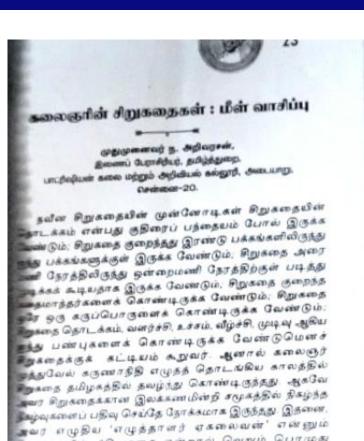
Sool Cho Dharman has registered the lives of Karisal (land) people. It is mainly on how an age gone generation have lived their lif e which is depends on their practical knowledge on nature. He has collected information on how people of the karisal land have worshiped their ancestress in their religious belief system and how they have maintained their ethical values. He has transformed this information into the fictional theme of his novel, Sool. Through this novel one could read how UrulaikKudi people once have lived their lives one with nature. Now they have lost their traditional knowledge, and their life which is very much imbedded in their ethical values. Hence, the novel represents the decadence of ancient way of life with its traditional knowledge system. Subsequently such decadence of living has also lead to destruction of environmental resources such as reservoirs, natural irrigational system and ethnic seeds and trees. Traditional works such as pottery, traditional medicine, palm tree related products and its works, carpentry are also jeopardised by loss of such living. When new foreign breeds of species are introduced here the ethnic breeds are vanished from the face of the earth. Hence, this article tries to showcase the issues and consequences of environmental decadence and the changing social life of karisal people through the novel Sool.

Keywords: Cho Dharman, Karisal Land, Sool, Karisal People, Karisal Traditional

முன்னுரை

உலக வரலாற்றிலேயே பண்டைத் தமிழ்ச் சமூகம் நிலத்தைக் குறிஞ்சி, முல்லை, மருதம், நெய்தல், பாலை என ஐவகையாகப் பிரித்து. அந்தத்த நிலத்திற்கேற்ப கருப்பொருளையும், உரிப்பொருளையும் அமைத்து வாழ்த்தனர். ஆனால், இன்று உலகமயம், தாராளமயம், தனியார்மயம் நம் உடல் நலத்தையும், பண்பாட்டையும், தொழில்நுட்பத்தையும் என்ற காரணங்களால் தொலைத்துவிட்டு நிற்கறோம். இதற்குப் பணத்தின்மீது பற்றும், தனிமனித ஒழுக்கம் சிதைவும் முக்கியக் காரணமாகும். எனவே, இக்ககுத்தை மைய நீரோட்டமாகக் கொண்டு சோ. தர்மன் ஆல்' என்ற பெயரில் புதினம் ஒன்றை அடையாளம் பதிப்பகத்தின் வழியாக 2016 இல் வெளியிட்டார் (Dharman, 2016). இப்புதினம் அவருக்கு மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம், ஆனுந்த விகடன், சுஜாதா அறக்கட்டளை, சாகித்ய அகாடமி (2019) ஆகிய விருதுகளைப் பெற்றுத் தத்தது. இப்புதினம் ரஷ்யாவின் பிரஷ்ணேவ் எழுதிய தரிக்நில மேம்பாடு எள்னும் நூலில் வரும் இயற்கை வேளான்மையையும், இவ்வேளான்மைக்கு அடிப்படையான மழை இயற்கையின் நகழ்வுகளாலும்,

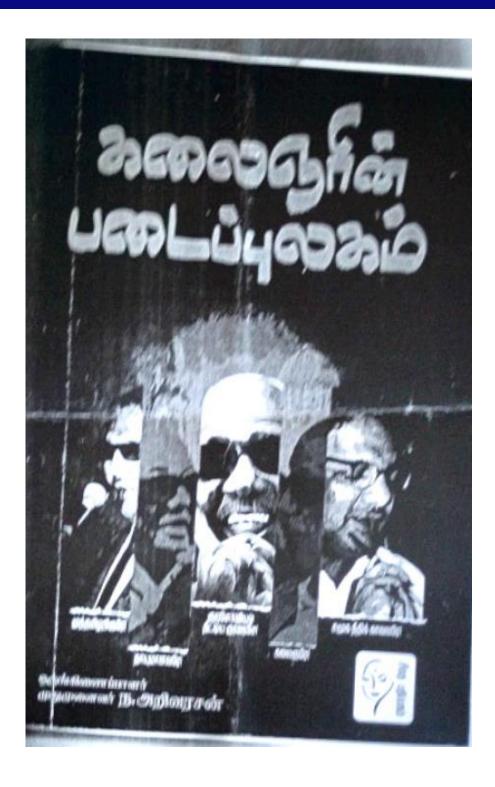




ுன்னாட்டுக் கருத்தரங்குக் கட்டுரைகளின் ஆய்வுக்கோவை

இதனதலில், "சிறுகளத என்றால் வெறும் பொழுது உருக்காகவா படிப்பதற்கு எழுதுவது? அதில் ஏதாவது ஒரு ஆத்து சமுதாயத்துக்குத் தேவையானதாக அமைக்கப்பட வேண்டாமா?" (கலைநில் சிறுக்கைப் புடிவ, ப.112) என்று கூதமாந்தரின் வாயிலாகக் கேட்கிறார், எனவே, சிறுகதை











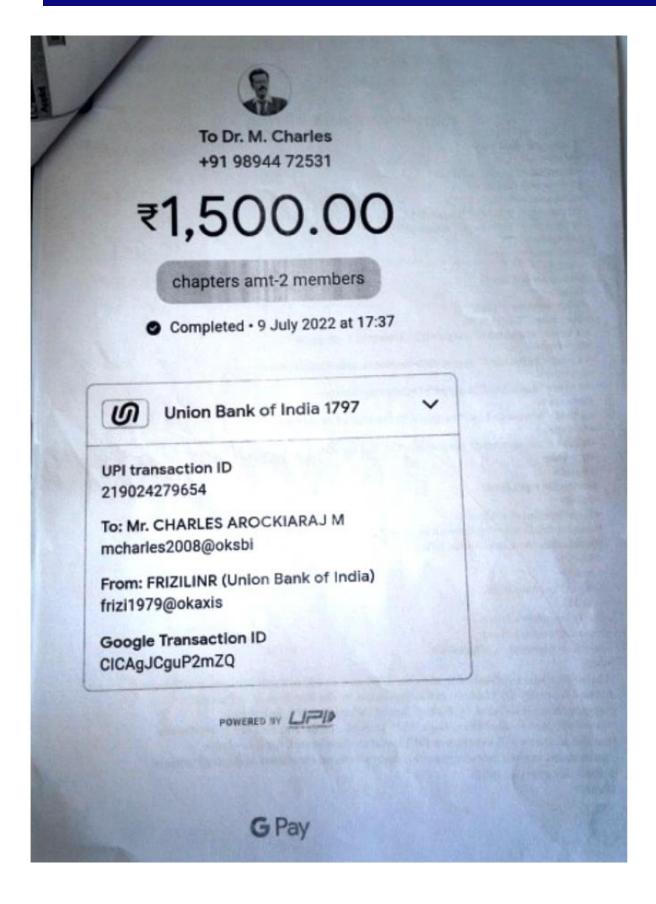


College A/c / Department A/c	ISITION FORM Dr. B. Sobbycake Hall Chapters Courted
Programme Title	Viena Track The
Programme Date	ISBN: 978-81-957856-2
Expense Details	750/-
Budget	
Advance Taken, if any	



e A/c / Department A/c	Chapters Edited
Programme Title	Visial Tracking Techniques and Applications with on machine Learning a Interest & Thing Technologies
Programme Date	ISBN-978-81-955856-2-5
Expense Details	7501-
Budget	
Advance Taken, if any	
by FRIZILINIR) Faculty	cademic Director Director

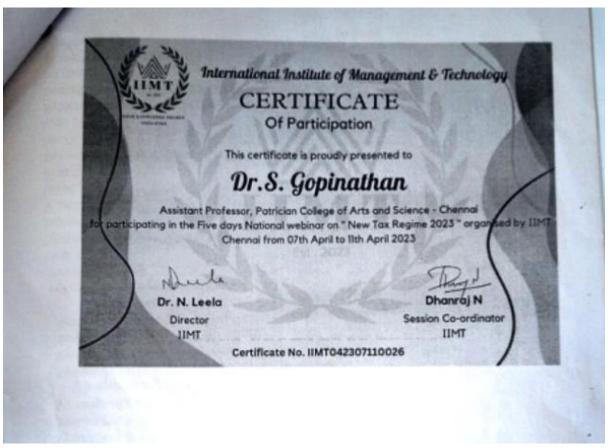


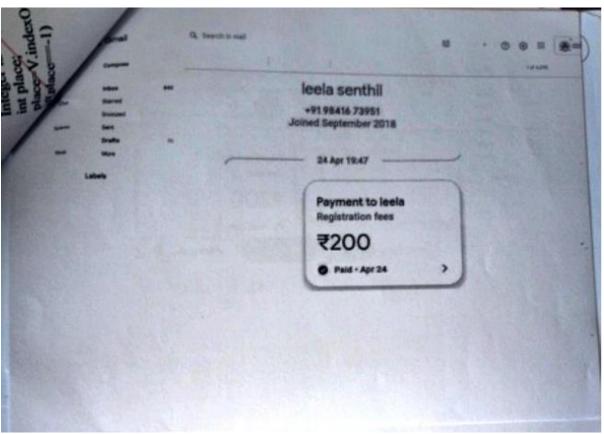




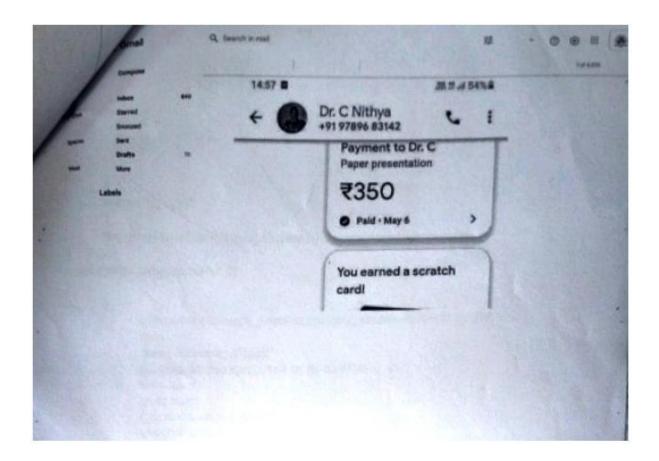
ege A/c / Department A/c	Dr. S. Gopinatinon
Programme Title	Pater Propositation, FOR - Netherl & Digital transformations: Loverages technology to whose business to Dated on To. 05:23
Programme Date	10.05:2023
Expense Details	1200/-
Budget	
Advance Taken, if any	
Ac	ademic Director Directo



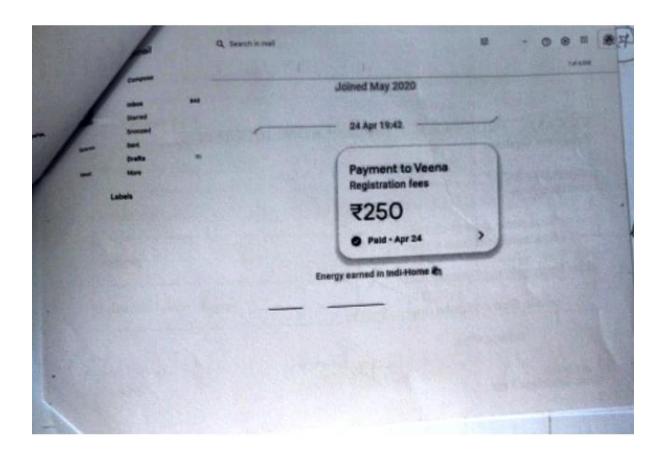










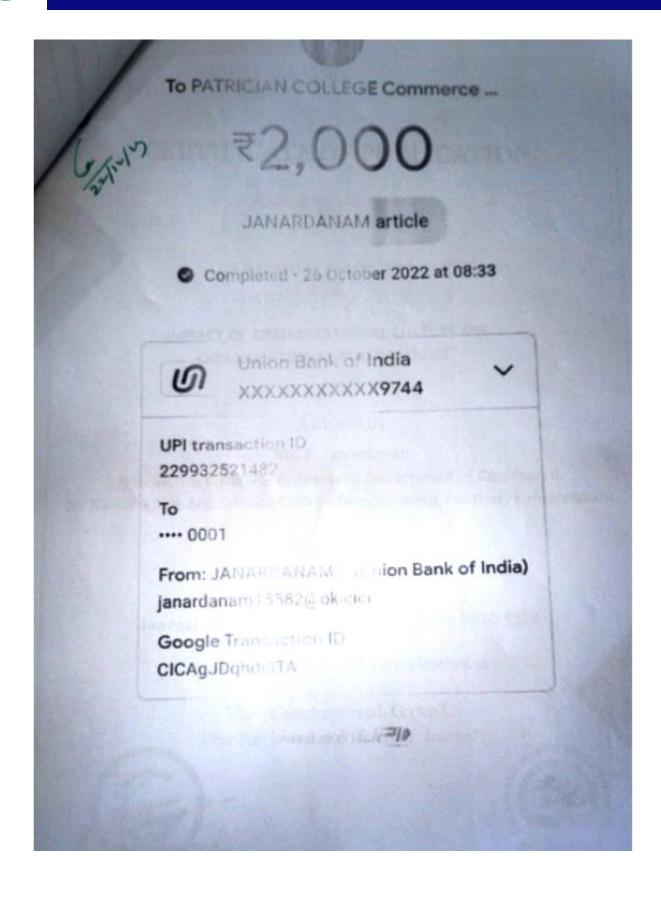




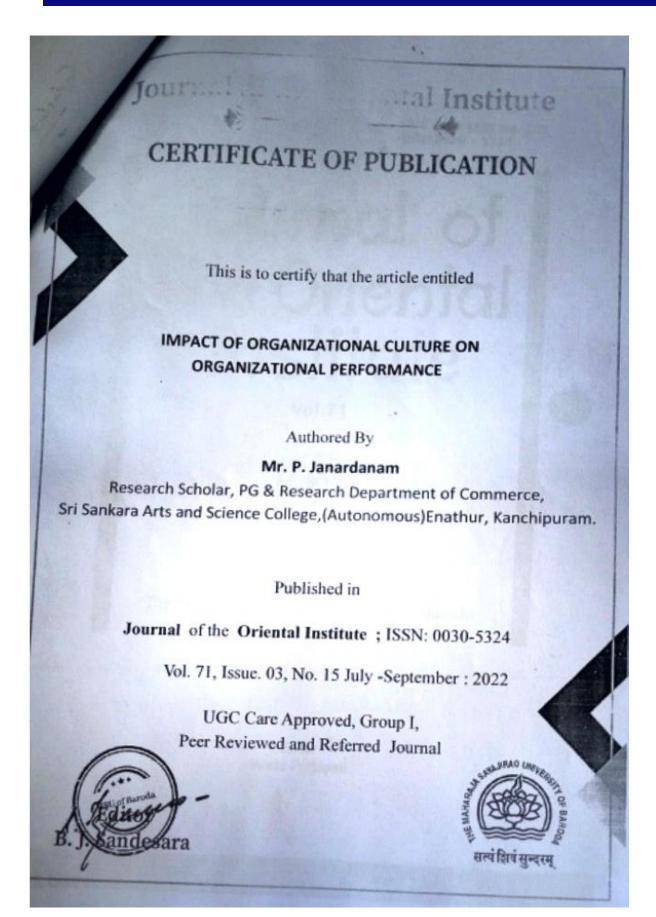


ege A/c / Department A/c	Mr. Janeraeven P
programme Title	PUBLICATION - UGC-CAPELLAT IMPACT OF ORLANDSATZENAL EVITURA ON ORLANDSATZENAL PERFORMACE
Programme Date	SEP 2022
Expense Details	Publication - R 2000
Budget	Re 2000 towards f.A. f.
Advance Taken, if any	NEL fullication -

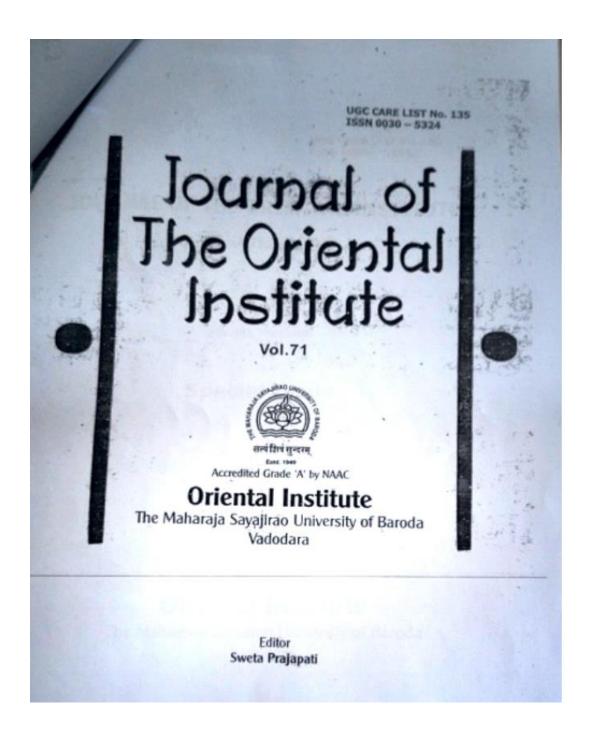




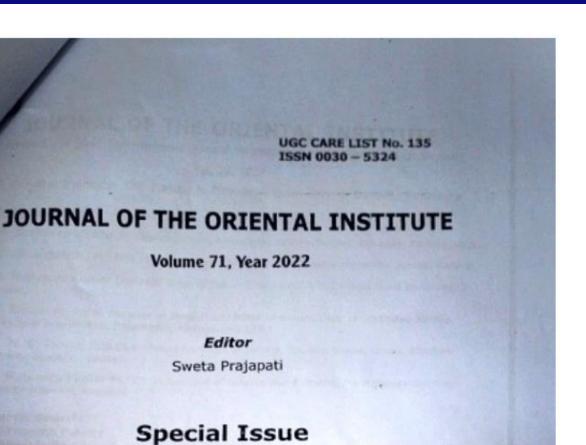








2022 - 2023

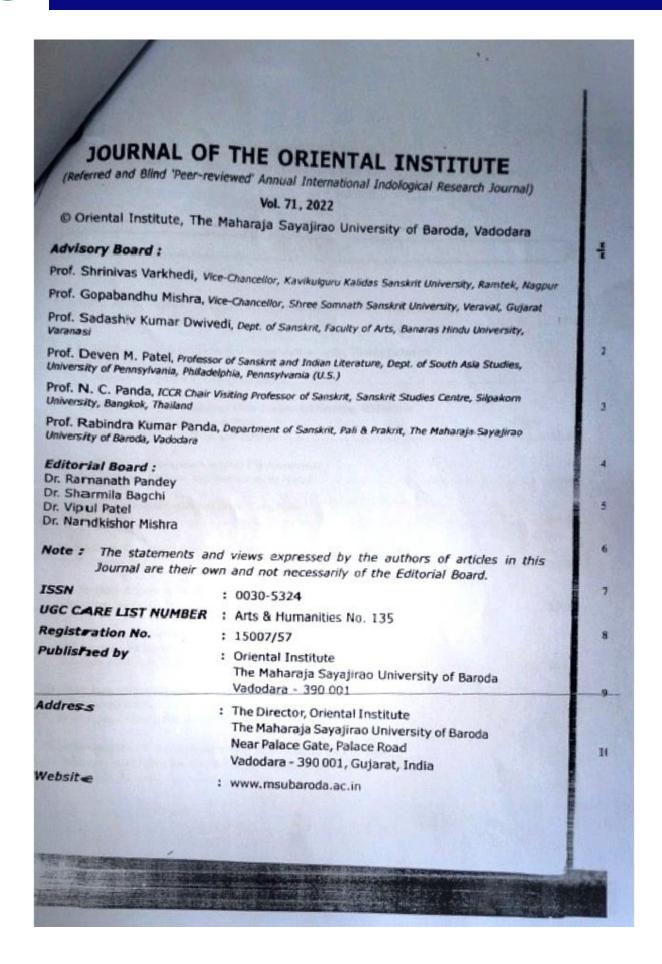




Oriental Institute

The Maharaja Sayajirao University of Baroda Vadodara









ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 03, No.15,	and the second s
CONTENTS	-
CONTENTS	
A Study on Problems and Challenges Faced by New Entrepreneurs in Chennai City Dr. C. Ghanadesigan, Mrs. K. Anjana	14
A Research on The Controversies and Opportunities Facing Women Laborers in the Unorganized Sector.	
Dr. C. Gnanadesigan, Mr.R.J. Yuvnesh Kumar	5-12
E-Tailing an Emerging Technology Over Traditional Retailing of Madurai City — Overview of Challenges and Issues Ms. V. Sheela SelvaKumari, Dr. P. Kasturi Rani	17.18
	13-18
A Study on Public Awareness towards Cryptocurrency Dr.S. Jaculin Arockia Selvi, Ms. Reshni Senosia Mary.F.	19-24
A Stucty on Stress of Employees at the Work Place MS. Subashree, J.	25-30
A Stucky on The Gender Determined Factors for The Usage of Health App	
Prof. Chithra Regis	31-36
An Exapirical Study on Artificial Intelligence in Human Resources Dr. Aqt. her Begam, Dr. M. Suresh	37.44
A Studky on Impact of Organisation Culture with The Mediating Effect	
of Employee Engagement	07.0
D.K.Hemamalini, Dr. P.Rajendra Prasad	45-50
Aware mess of Green Banking among The Youngsters with Special Reference to Coirmbatore City	
Dr. R. Devi Prasanna, Mrs. A. Ven Tharnarai	51-58
Achieving SDG 4 - An Analysis on The Effectiveness of Internal Quality Assurance Cell (IQAC) in Arts & Science Colleges in Chennai	
Mukes h M, Princy A	59-68

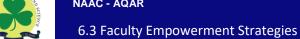


THE RESIDENCE OF THE PARTY OF T	
Sustainable Development	
71. Sustainable Development and Consumption Awareness P. Diana Josephene, Dr A. Mariyappan	
17 A Study on E.	
12. A Study on Factors Influencing towards Contactless Payment System Dr. M. Ramila, Dr. P. M. C. P. M. C. P. M. Ramila, Dr. P. M. C. P. M	69-74
Dr. M. Ramila, Dr. R.M. Durainrasan	
	-31020
13. A Study on The Impact of Ethical Leadership on Motivation with The Dr Souwers M. Prochological Empowerment	75-82
Mediating Effect of Psychological Empowerment Dr. Sowmiya M., Dr.R. S. Tharmi	
14. A Comparative Study on The Effects of Spiritual Well-Being of The Parents of Special Children and The Parents of Normal Children on Parents	83-92
of Special Children and the Effects of Spiritual Well-Being of The Parents	
A. Dhanu Sri.S. Swarhi A. (Sc) Dock	
A family and transfer and the second	93-98
15. Correlates between Family Environment & Well -Being among School Students S. Suganya, Dr.K.Govind, Dr.Suresh Kumar Muruessan	
	99-104
A Study on Customer Sariafa at	
(Over The Top) with Special Reference to Chennai City	
Dr. N. Parusothaman, Dr. S. Jansirani.	105-114
17. History of Food Delivery Services	105-114
Wars Anitha K, Dr Arokiamary Gretha Doss	
	115-118
18. Irripact of Talent and Management Performance of Organization in Corporate Hospital Dr.A. Meera, Dr.R. Vijayalakshmi, Dr.R. Aasth Alamah	
The Administra	
9. Inspect of Organizational Culture on Committee	
Dr. K. Murugan, Mr. P. Janardanam.	***
A Study on Landowskin St. L	129-136
A Study on Leadership Style and Organisational Citizenship Behaviour arraong IT Sector Employee in Chennai City	
Dr. S. Shamsuddin, Mr.M.Saranraj	
	137-144
Impact of Artificial Intelligence on HR Practices in Information Technology Companies Dr. M. Mecnakshi, Mr.R. J. Yuvnesh Kumar	
Dr.M. Mecnakshi, Mr.R.J. Yuvnesh Kumar	146 160
	145-150

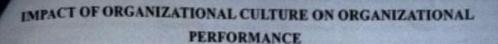




	*
Study on Existing Problems of English Language Learners in Tamilnadu	
in The Context of Learning English Language Prepositions. DE R. Ushayakumar, Ms P. Annapurani.	
23. A Study on Employees Safety Management in Garment Industries in Chennal City Dr.L. Sathees Kumar, Mrs. T. Porselvi	
24 Job Satisfaction Analysis of Female P	157-164
24. Job Satisfaction Analysis of Female Employees of IT Sector Working from Home During The Pandemic of Covid-19 Using Interaction Effect with Reference to Chennal City Dr. R. Sakthivel, Mrs. G. J. Precila	
	165-170
25. A Study on Issues and Challenges of Homepreneurs in Chennai, Tamilnadu P Ramjani, L. Santhana Raj	171-176
26. Remote Working & Employees Performance: A Review	17-170
Dr. J. Sulaiman, Mr. MD Nayeemollah Khan. A	177-180
7. Domestic Tourist Customers'attitude towards Gastronomy Tourism Post Covid:	
A Study in Madurai City G.Packia Sumithra, Dr.P.Kasturi Rani	181-1 86
8. Impact of Covid-19 on Digital Marketing towards Consumer Purchasing	
Beha viour in Chennai City	
Mrs. S. Saranya, Dr. R.M. Duraiarasan.	187-196
9. A Stundy in Impact if Online Shopping Attributes in Customer Satisfaction and Loyalty Moderating Effects of E- Commerce Experience with Special Reference to Chennai	
R. Pu rusothaman, Dr N Purusothaman	197-204
A Sturdy on Online Marketing and It's Impacts	
Dr. D. Shanmugam, Dr. K. Karuppasamy	205-212
Evolution of Online Shopping and Social Media in India Mrs.S. cema K, Dr. Arokiamary Geetha Doss	212 218
	213-218
Stress: Management in Work-Life Balance - A Study Dr.B. Selvakumari	219-224
Teach er-Leaders in Post-Covid 19 Tertiary Education	7
Mrs.R. uth Sara Philip, Dr. K.N. Shoba.	225-230
A Stucty n Challenges & Opportunities of Entrepreneurial Startups	
R. Me ena Kumari, W. Mary Bency, Dr. N. Purusothaman	231-234
	E STATE OF THE PARTY OF THE PAR



couds on Consumer Utilization of OTT Mode Se	
Study on Consumer Utilization of OTT Media Streaming Services in Covid-19 Lockdon Services in	Wn 215,242
Research on Emotional Intelligence and Counter Work Behavior of Employees Dr.R. Mary Metilda, Ms. V. VuhnuPriya	
A Study on Implication of Chess Knowledge In Business in Special Reference	243-248
Dr. D. Unika, P. Sriram	249-254
A Study on Impact of Covid-19 at Workplace: Implication, Issues Insights on Employment Sector with Special Reference to Tamilnadu Dr. C. Senthal Kumar, Dr. N. Purusothaman , Dr. S. Muthukumaravel	255-264
	1
	STATE OF THE STATE OF
	2.11



*Dr. K. Mursgan **Mr. P. Janardanam

Abstract

This article is on defining and measuring of organizational culture and its impact on the organizational performance, through are analysis of existing empirical studies and models link with the organizational culture and performance. The objective of this article is to demonstrate conceptualization, measurement and examine various concepts on organization culture and performance. After analysis of wide literature, it is found that organizational culture has deep impact on the variety of organizations process, employees and its performance. This also describes the different dimensions of the culture. Research shows that if employee are committed and having the same norms and value as per organizations have, can increase the performance toward achieving the overall organization goals. More research can be done in this area to understand the nature and ability of the culture in manipulating performance of the organization. Managers and leasiers are recommended to develop the strong culture in the organization to improve the overall performance of the employees and organization.

Keywords: Impact, Organization Culture, Organization Performance, Employee's Commitment, organizational goals.

INTROD UCTION

Content of organizational culture and performance has attracted a great deal of concern among scholars and managers due to its impacts on positive organizational outcomes. Organizational performance is part of successful business entity as it has a long survival impact on organization effectiveness (Samad, 2010). Management authors have recognized performance of organization as a tool to evaluate the overall health of organization. The tremendous and far reaching changes occurring in today's world inevitably require managers and employees to understand and response on the factors that influence organizatio nal performance (Samad, 2013), (Samad and Yusuf, 2012). Among the factors are related to external environment and internal 1 environment in which the organization operates (Samad, 2013). According to Daft (2012) the external environment is categorizzed into two parts mainly task environment which constitutes of customers, competitors, suppliers and labor market. The second part is general environment which includes aspects of technology, natural factor, socio-cultural, economic, legal or political an d international factor. The internal environment includes the elements within the organization which is composed of existing companies' employees, management and culture which defines employee behavior in the environment (Duft, 2012) and ultimat: ely support the organizational performance (Samad, 2011a)

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135. Vol. 71, Isssue. 03, No.15, 2022 pp. 129-136

^{*}Assistant Professor, PG & Research Department of Commerce, Sri Sankara Arts and Science College, (Autonomous) Enathur, K. anchipuram.

^{**}Research's Scholar, PG & Research Department of Commerce Sri Sankara Arts and Science College, (Autonomous) Enathur, Kanchipuram.

DR. K. MURUGAN, MR. P. JANARDANAM

Price studies have stressed the link between organizational performance and association outgrowth, still there's still issue at sentification of right variable that are associated and contributed significantly to organizational performance (Samad and Yusef, 2012). (Samad and Abdullah, 2012), once studies have also associated colorful variables to organizational performance sendar as attitudinal and behavioral affiliated aspects as well as the organizational factor and culture. Within the internal terrain in which directors work according to Daft(2012) culture shells as extremely important to competitive advantage(Daft, 2012) and firm performance(Samad, 2011a). This implies that culture plays crucial part for organizational success.

Peters and Waterman (1982) set up that excellent companies held distinctive societies that were passed on through story, watchword and legend and served to motivate workers by giving meaning to their work. They suggested that the dominance and consonance of culture proved to be an essential quality of the excellent companies. Thus Peters and Waterman (1982) stated that poor-performing companies had either no sensible culture or a dysfunctional culture. farther Daft (2012) viewed that internal culture must fit with the requirements of the external terrain and organizational strategy. According to Wiener (1988) when this fit occurs, largely married workers produce a high-performance of association that's tough to beat.

The below literature lays a foundation or premise of this study on the vital part of culture that fit to terrain or culture exposure to induce organizational performance, thus this exploration applied culture- performance grounded on terrain model as suggested by Dension (1990) to examine its impact on organizational performance. Utmost of former studies on culture in Chennai environment were grounded on Ofsted's (1980) culture which highlights further on artistic differences across countries and boundaries and according to time. In addition Ofsted's culture model has been internationally used by numerous experimenters in numerous countries (Salad, 2009). According to Salad (2012b) lower exploration has been done on the culture- performance grounded on terrain situation in Chennai environment using model as suggested by Dension (1990). Denison's (1990) culture model is grounded on four exposure substantially thickness, involvement, adaption and charge accomplishment. This implies that directors need to acclimatize with these exposure in order to face with query terrain and association's challenges. Companies that are suitable to face with challenges during turbulent world are those that have given precedence on artistic value and business performance (Samad, 2007). This supports the notion that culture is an irraportant element for association success. This is because according to Daft (2012) artistic values can amp and motivat e staff by appealing to advanced ideals and unifying people around participated values.

This study thus tried to fill the gap of the former exploration findings in this area. Consequently this exploration sought to examine the impact of organizational culture on organizational performance among directors in Chennai logistics companies. Therefore far veritably minimum exploration has been done to relate culture with the performance of directors in Chennai logistics companies. Presently no precise exploration findings were reported on the relationship and imp acts of different types of organizational culture on business performance in Chennai companies (Samad, 2012a). Finding's from this study are important to give better understanding on the impact of organizational culture in Chennai environment which may not be harmonious from those in western environment.

LITER ATURE REVIEW

Organizational Culture

Organizational culture has been defined in a variety of views by different scholars. Pettigrew (1979) defined culture in a form of beliefs, values, knowledge and needs. This description focuses on the collaborative nature of organizational culture in which people will inclusively accept certain effects and use the knowledge gained to interpret the processes and connections that evolve in the association. Schein (1992) defined organizational culture as a pattern of introductory hypotheticals, developed by a group of people and the c-apability to address problems from the external adaption and internal integration. Daft (2012) stated that organizational culture is a set of crucial values, hypotheticals, understandings, and morals that's participated by members of an association. Daft (2012), stategested an organizational culture model which focuses on two main confines (1) the extent to which the competitive termin resquires inflexibility or stability, and (2) the extent to which the association's strategic focus and strength is internal constraints. Exclusives of culture perspectives substantially regular, achievement, can and regulatory culture.



ARGANIZATIONAL CULTURE ON ORGANIZATIONAL PERFORMANCE

131

peration, 3) client exposure, 4) disposition towards change, 5) hand participation, 6) thing clarity, 7) mortal resource (section, 3) client exposure, 4) disposition towards change, 5) hand participation, 6) thing clarity, 7) mortal resource (section, 8) identification with the association, 9) locus of authority, 10) operation style, 11) association focus, 12) association (satisfied in association. According to Park (2001) among the critical success and failure factors of organizational culture (satisfied are 1) communication, 2) leadership, 3) hand participation, 4) HRM training and development, 5) advancements in cooperation, 6) regular feedback, 7) nonstop change, 8) association structure, 9) commission and 10) creativity

Literature has proved colourful perspectives of measures and description of organizational culture. Issues concerning the approach and measure of culture and its impact on organizational issues have been batted by scholars for the once several decades. When considering any type of organizational change and adaption to terrain it's important to insure directors and leaders understand the being organizational culture (Samad, 2007), (Samad, 2013), (Cameron and Quinn, 2006).

A bunch of artistic models were developed by scholars to measure culture in association. The purpose is to insure individualities understand what type of culture is in place within an association. Fletcher and Jones, (1992) developed and presented a dimension system called the Cultural Audit, while Hofstede (1980) developed the Hofstede Organizational Culture Questionnaire. Glaser etal. (1987) created a tool called the Organizational Culture Survey, Reigle (2001) created the Organizational Culture Assessment (OCA), and Quinn and Rohrbaugh (1983) created the contending Values Framework (CVF). In addition to this, Dension (1990) has done several studies that contributed towards development of new proposition of culture. Although there are numerous generalities and confines of organizational culture have been supposed by operation authors, Dension's (1990) four culture confines is bonored as the most well-known and extensively applied in operation and association exploration illustration (Hatch, 1993), (Schein, 1990), (Samud 2012a). This model is grounded on four artistic traits of effective associations yieldiest involvement, thickness, rigidity and charge.

The study was conducted that describe the organizational culture of Chennai logistic companies, which are generally facing global competitions. Further, despite several studies have been carried out on organizational culture the results still remain inconclusive. This may due to difficulties with defaming and measuring the construct of organizational culture (Scamad, 2011b). Therefore this study tried to examine the impact of organizational culture on organizational performance grounded on the acclimated Desnion's (990) model.

ORGANIZATIONAL PERFORMANCE:

Organizational performance has been defined in various perspectives. Barney (1991) stated that organizational performance has become a contentious issue among organizational scholars. Javier (2002) has related organizational performance to the famous 3Es (economy, efficiency, and effectiveness) of a certain program or activity. Daft (2012) defined or ganizational performance as the organization's ability to attain its goals by using resources in an efficient and effective manner. Richardo (2001) defined organizational performance as the ability of the organization to achieve as goals and objectives. Due to variety of definitions Hefferman and Flood (2000) contended that organizational performance has suffered from not only a definition problem, but also from a conceptual problem. Based on previous reviews generally organizational performance has been commonly focused on two areas of research stream mainly on economic perspective and the organizational perspective. The economic perspective emphasizes the importance of externa I market factors such as the firms' competitive business position and anything related to financial aspects. The organ izational or non-economic perspective builds on behavioral and sociological paradigms and their fit with quality of product and competitiveness (Tvorik and McGiven, 1997).

ORGANE ZATIONAL CULTURE AND ORGANIZATIONAL PERFORMANCE

The conce-ruing issue that his been stressed on organizational performance was related to the factors that empact organizational performance. Hansen and Wernerfelt (1989) concluded that, there were two major aqueducts of exploration



DR. K. MURUGAN, MR. P. JANARDANAM

passiness policy literature that relate to the predictors of organizational performance. First was grounded on profitable addition which emphasizes on the significance of external request factors in determining organizational performance. Secondly was erected on the behavioural and sociological paradigm and organizational factors and their 'fit' with the regain as the major determinant of success.

The model that grounded on profitable premise of organizational performance suggested some major determinants of organizational profit similar as characteristics of the assiduity in which the association contended, the association's position relative to its challengers, and the quality of the establishment's coffers. Model of organizational performance that grounded on behavioural and sociological paradigm have concentrated on organizational factors similar as mortal coffers programs, organizational culture, organizational climate and leadership styles. Chien's (2004) study set up that there were five main factors determining organizational performance Leadership styles and terrain, organizational culture, job design, model of motive, and mortal resource programs.

Study carried out by Standford University revealed that one of the most important factors that increases a company's value is people and how they're treated (Pfeffer, 1998). Former exploration indicated that values were seen as a better means of social control than regulatory rules and regulations (Samad, 2007), (Samad, 2011c). Dension's (1990) study is in tandem to this statement when his thesis of the study has supported

The assertion that the work value of involvement and participation produce a sense of power in the establishment and responsibility for its performance. According to Lincoln and Kallerberg (1990) at least work value will produce a jacked sense of fidelity and commitment, one of the important factors of organizational performance (Samad, 2012a), (Samad 2012b). In another exploration it was set up that CEOs always cite organizational culture as their most important medium in attracting, motivating and retaining talerated workers. This denotes that culture was considered as among the stylish deterrainant for organizational excellence (Kaha, 1998). In a study conducted among Canadian elderly directors revealed that there was a direct relationship between culture and fiscal performance (Wahl, 2005).

An examination of the literature in organizational studies set up that organizational culture has been linked to organizational performance. Culture has also been a focus of attention in operation of association and business studies (Samad, 2009) Samad, 2010). This is due to its implicit influence on association and positive actions and stations of individual (Hatch, 1993) (Samad, 2012b). Several organizational issues similar productivity, performance, commitment, tone confidence and ethical geste have been linked with organizational culture (Deal and Kennedy, 1982). Accordingly organizational culture has also been reported to be the significant contributor to workers' geste and provocation and association fiscal performance.

In another study by Dension (1984) set up that the strength of organizational culture served as the predictor of short Lerm association performance in terms of return on means, return on investment and return on deals. Gordon and DiTonnaso's (1992) exploration findings were resemblant with Dension's (1984) chancing in which the strong culture was set up to be a prophetic of short term companies 'performance. Gordon and DiTomaso's (1992) study on the relationship between strong culture and company's means and ultra-expensive growth rates performance has also indicated a support of Derasion's thesis. These findings also revealed that strong culture and value of rigidity is associated with the anteclating times of companies' performance. Contrary to the former study Kotter and Heskett (1992) set up that the relationship between strong culture and organizational performance inshort term was fairly weak. From the 22 companies of Kotter and Hesket: t's (1992) study, it was set up that there were companies with strong culture linked to poor performance as well as comparnies with weak culture linked to excellent performance. Due to this inconsistent result the experimenters also named a lowe r group of 12 companies from the original sample to conduct farther study and disquisition. The results set up that the applicable culture is related to better terrain and organizational performance. Saffold (1988) has also set up the link between strong culture with having a strong sense of charge (long term vision) and being adaptable to terrain to association performance. This finding implies that strong culture would give an impact on organizational performance and applicable to its terrain. Still, literature indicated that there are still inconclusive exploration findings across diligence and setting on the impact of culture on association performance (Samad. 2011b).(Samad. 2013).



GANIZATIONAL CULTURE ON ORGANIZATIONAL PERFORMANCE

133

and here's a mixed exploration findings on the impact of culture on organizational performance, the antedating and hereature review indicate that organizational culture has an impact on organizational performance, and Reichers and Schneider (1990) substantial exploration and papers on the conception of culture are reported. Samid (2007) and Samad (2011b) stressed that smaller study was carried out of its impact on organizational enformance in Chennai environment. Lund (2003), (Samad and Amri, 2011) observed that the pervasiveness of associations culture needs the operation of enterprises to fete the underpinning confines of their organizational culture and its impacts on enterprises 'performance. This paper thus tried to probe the impact of organizational culture factors in organizational performance in Chennai environment. Thus the following hypotheses were proposed in this study:

- H1: There is a positive and significant relationship between organizational culture aspect of involvement and eganizational performance,
- H2. There is a positive and significant relationship between organizational culture aspect of consistency and organizational performance,
- H3: There is a positive and significant relationship between organizational culture aspect of adaptation and eganizational performance,
- H4: There is a positive and significant relationship between organizational culture aspect of mission and organizational erformance,
 - H5: There is a significant impact of overall organizational culture aspects on organizational performance and
- H6: Involvement will be the most important organizational culture aspect that affected organizational erformance.

IETHOD OLOGY:

articipants in the study were managerial staff in logistics companies in Chennai. 120 self administered questionnaires ere distributed to the staff of the selected logistics. 80 useable questionnaires were used in the statistical analysis presenting from the sample. The selection of the respondents was based on the random sampling.

ESULTS AND DISCUSSION

he respondents' mean age was 35 years, while the mean age of their organisational experience was 15 years, and the sean experience with their current employment was 6 years. Regarding the gender, 70% of respondents were male thile femal e were 30%. Majority of the respondents (80%) were married while 20% weren't married. In terms of osition, 40% of the respondents were from senior level of management and 60

HE RELATIONSHIP BETWEEN ORGANISATIONAL CULTURE AND PERFORMANCE (HI-H4)

able 1 presents the correlation analysis of the study variables to answer the first, second, third and fourth hypothesis of e study. Ta. bles I present descriptive data, Cronbach's alpha, and correlations between all pertinent variables.

Table 1: Correlation Coefficients of the Main Variables

Mean	SD	100	1	2	3	4	5
3.3.3	0.71	1	(90)	Day L		1 1 2 1	
4.2-4	0.43	2	.54*	(89)	Hall Hall		
2.7-6	0.74	3	.51*	.45*	(93)		



DR. K. MURUGAN, MR. P. JANARDANAM

3.16	0.75	THE REAL PROPERTY.	Distriction.				
			.49*	.23*	250	(02)	
2.53	0.84	5	410	.46*	-	(92)	and the latest the lat
		The same		40-	35*	.48*	(95)

Note: * p < .05 (Alpha reliability values are shown in parenthesis on the diagonal) 1.Involvement 2.Consistency 3.Adaptation, 4.Mission 5. Organizational performance

All of the variables included in the current studies had internal reliability coefficients that were satisfactory. All scales are at the appropriate magnitude value of greater than 0.70, according to the reliability analysis. All of the elements of organisational culture—involvement, consistency, flexibility, and mission—are associated with one another and positively affect organisational performance, as shown in Table 1. As a result, the H1–H4 theories were adopted in all four major ways by independent factors. The examination of the link between each variable shows that there is a low to moderate, substantial and positive association between them. This data does not have a collinearity problem, as seen in Table 1, because the correlations between the independent variables are not very strong. This implies that a multiple regression analysis can be performed to address the study's hypothesis H5.

THE IMPACT OF ORGANIZATIONAL CULTURE ON ORGANIZATIONAL PERFORMANCE (H5):

The findings of the regression analysis used to address study hypothesis H5 are shown in Table 2. All of the organisational culture's elements—involvement, consistency, flexibility, and mission—were regressed with organisational performance in order to address the study's hypothesis H5. The R2 value for corporate culture is, as seen in Table 2. These four facets of Organisational culture accounted for 30% of the variance in organisational performance, as indicated by the number 30. The study's hypothesis H5, which states that organisational culture components have a considerable impact on organisational performance, was thus supported by this outcome.

THE MOST IMPORTANT ASPECT OF ORGANIZATIONAL CULTURE FOR ORGANIZATIONAL PERFORMANCE (H6):

Ana Tyzing each element of organisational culture as shown in Table 2 reveals that each element significantly and favo urably impacted organisational performance. The findings showed that engagement had the highest beta value of 50 of all the organisational culture elements, followed by consistency, flexibility, and mission. This demonstrated that the engagement aspect of organisational culture has the greatest impact on how well a company performs. The outcome thus confirmed the study's H6 hypothesis, according to which involvement was the key component of organisational culture that improved organisational performance. As a result, hypothesis H6 was approved.

Table 2: The Impact of Organizational Culture on Organizational Performance

	1000	Organi	zational perfo	rmance	
Variable	Std ß		R1	ſ	P
Organizational culture:			0.30	98.21	.000*
Involvement	.50	1.49			.000*
Consistency	.32	1.96	ARCHA III		.000*
Adaptation	.42	1.60	in the state of		.000*
Mission	.39	3.36			.000*

Note: * p < .05



MANIZATIONAL CULTURE ON ORGANIZATIONAL PERFORMANCE

135

CTION AND CONCLUSION

set out to ascertain how organisational culture affected organisational performance. It also looked at the series between organisational culture and effectiveness. Finally, the study made an effort to pinpoint the critical ment of organisational culture that had the biggest impact on organisational performance. The results showed that all detentions of organisational culture were favourably associated to organisational performance and had a favourable and significant impact on organisational performance, according to the correlation matrix and regression analysis. Following consistency, adaptability, and mission, involvement ranked as the component of organisational culture most crucial to boosting organisational success. Further proof that organisational culture affects organisational performance in Chennai logistic enterprises is therefore offered.

The firstlings suggested that all aspects of organisational culture contributed to and were crucial to improving organisational performance. As a result, managers should promote values that help the business translate environmental cultural traits into desired behaviours for excellent organisational performance.

The staff's involvement and participation is crucial to adjusting to the environment's changing needs, since it has become clear that this is the feature of organisational culture that has the greatest impact on organisational success. Managers should promote principles like cooperation, dedication to workers and customers, and eliminating status inequalities in this environment to maintain strong organisational performance. But this discovery invites cautious thought and a critical assessment. This is due to the fact that, in the present competitive trend, most managers are moving toward cultures that are more flexible and responsive to environmental changes. This suggests that managers must be able to adapt and change the culture in accordance with the demands of the organization's environment.

Another significant culture value discovered in this study is adaptability. This culture value is crucial because it supports and encourages people and organisations to give any environmental signals substantial meaning or interpretation, which in turn leads to new behavioural responses. It is believed that these new behavioural responses would eventually lead to high performance and organisational excellence. The findings showed that the importance of mission to organisational effectiveness is was also underlined. This is because it establishes the groundwork for the formulation of all the organization's goals and programmes. The same is anticipated to occur in Chennai logistics companies.

In Sum, findings of this research highlighted that organizational culture is the key component in securing competitive advantage a and achieving organizational performance in Chennai logistics companies. Results from this study are applicable for practical and theoretical purposes. Thus this study serves as a starting point for further study in this area. For purposes of generalize ability further study can be validated by using different samples and approaches in a variety of settings.

REFERENCES

- 1. Barne y, J., 1991. Firm Resources and Sustained Competitive Advantage. Journal of Management, 1(17): 99-120.
- Cameron, R.K and R. Quinn, 2006. Diagnosing and changing organizational culture: Based on the competing values: framework. Hoboken, NJ: Jossey-Bass.
- Chien M.H., 2004. A Study to Improve Organizational Performance. A View from SHRM, Journal of American. Academy of Business, 4(2): 289.
- Daft, JR.L., 2012. The New Era of Management (12th ed.). Canada: South-Western Cengage Learning. Deal, T.E. and A.A. Kennedy, 1982. Corporate cultures: The rites and rituals of corporate life. Reading,
- MA: Addison-Wesley.
- Dension, D.,1984. Corporate culture and organizational culture and effectiveness. Organization Science, 6(2): 204-223.



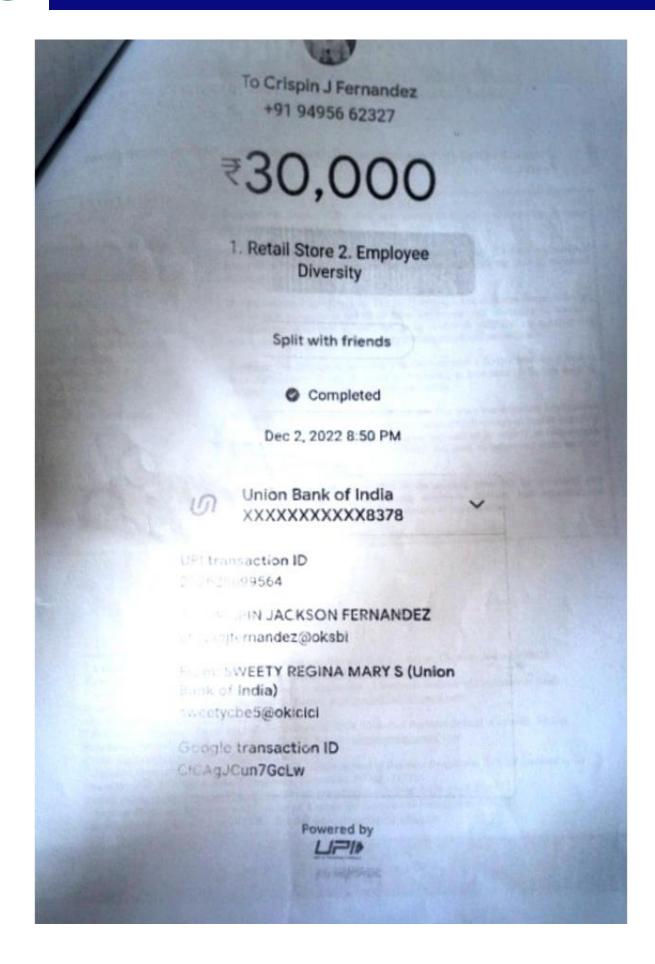
DR. K. MURUGAN, MR. P. JANARDANAM

- Dension, D.R., 1990. Corporate culture and organizational effectiveness. New York: Wiley.
- Fletcher, B. and F. Jones, 1992. Measuring organizational culture: The cultural audit. Managerial Auditing Journal.
- Gimenez, F.A.P., 2000. The Benefits of a Coherent Strategy for Innovation and Corporate Change: A Study Applying Miles and Snow's Model in the Context of Small Firms. Strategy and Innovation in SMEs, 9(4): 235-244
- 10. Glaser, K.S., S. Zamamou and K. Hacker, 1987. Measuring and interpreting organizational culture, 1(2), 173-175. Retrieved on 9 October 2013, from http://www.theglasers.com/pdfs/Measuring-and-Interpreting-Organizational-
- 11. Gordon, G and N. DiTomaso, 1992. Predicting corporate performance from organization culture. Journal of
- 12. Hansen, G.S. and Wernerfelt, 1989. Determinants of Firm Performance: Relative-Importance of Economic and Organizational Factors. Strategic Management Journal, 10(5): 399-411.
- 13. Hatch, M.J., 1993. The dynamics of organizational culture. Academic Management Review, 18(4): 657-
- 15. Heffernan, M.M. and P.C. Flood, 2000. An Exploration of the Relationship between Managerial
- 16. Competencies Organizational, Characteristic and Performance in an Irish organization. Journal of European Industrial Training, 5: 128-136.
- 17. Hofstede, C., 1980. Culture's Consequences: International Differences in Work-related Values. Veverly Hills, California Sage
- 18. Kahn, J., 1998. What makes a company great. Fortune, 218. doi:Fortune
- 19. King, A.W and C.P. Zeithaml. 2001. Competencies and firmperformance: examining the causal ambiguity paradox. Strategic Management Journal, 22: 75-99.
- 20. Javier, 2002. Review paper on organizational culture and organizational performance, Retrieved November 3, 2013, from ijbssnet.com/journals/
- 21 . Kotter, J and J. Heskett, 1992 Corporate culture and performance. New York, NY: Free Press.
- 22 Lincoln, J.R and A. Kallerberg, 1990. Culture, control and commitment, a study of work organization and work attitudes in the United States and Japan. New York: Cambridge University Press.
- 23 Lund, D.B., 2003. Organizational culture and job satisfaction. Journal of Business and Industrial Marketing, 18(3): 219-236.
- 24 _ Marsick, V. and K. Watkins, 2003. Demonstrating the value of an organization's learning culture: The dimensions of the learning organization questionnaire. Advance in Developing Human Resources, 5: 132-151.



se A/c / Department A/c	Dr. Sweety Rogina Mary S
programme Title	Publication - A study on effect of employee diversity on organisation
Programme Date	Perfermence. 1 March 202 8
expense Details	Publication-Re. 3000
Budget	RS 30, 000 Rs 1000 - remember Asia
Advance Taken, if any	NIC & publication.
1. LGP:14. A	Wed 12/20 8 2/3/24









A STUDY ON EFFECT OF EMPLOYEE DIVERSITY ON ORGANIZATIONAL PERFORMANCE

Sweety Regina Mary S.A, Latika Malhotras, Indrajit Goswamic, P. Anitha Kumario,



ARTICLE INFO

Article history:

Received 31 January 2023

Accepted 27 March 2023

Keywords:

Employee Diversity: Organizational Performances Diversity-Performance Relationship; Productivity;

Innovation; Employee Satisfaction



ABSTRACT

Purpose: The purpose of this study is to investigate the effect of employee diversity un organizational performance.

Theoretical framework: The study is based on the diversity-performance relationship theory, which suggests that a diverse workforce can lead to improved organizational performance.

Design/methodology/approach: The study employs a quantitative research design and utilizes survey data collected from employees and managers in multiple organizations. The data is analyzed using statistical methods to examine the relationship between employee diversity and organizational performance.

Findings: The findings indicate that organizations with a diverse workforce tend to have higher levels of organizational performance, as measured by factors such as productivity, innovation, and employee satisfaction.

Research, practical and social implications: The study has important implicati for organizations, as it suggests that actively promoting diversity can lead to improved performance. Additionally, the findings have implications for society, as they suggest that promoting diversity in the workforce can lead to improved outcomes for organizations and their stakeholders.

Originality/value: This study adds to the existing literature by providing new evidence on the relationship between employee diversity and organizate performance, using a large and diverse sample of organizations.

Dor https://doi.org/10/26668/businessreview/2023.v8i4 1239

Oreid: https://wepd.org/18/840-0001-8860-7568



Person (Mingu, v. 8 | n. 4 | p. 01-16 | e01239 | 2023

Parason College of Arts and Science, Adyar, Chennai, India-6000020. 13-14 https://orcid.org/0000-0003-3483-7602 Assistant Profession

Assistant Profession Comment of Management, Banarridas Chandrwala Institute of Professional Studies,

Sector-11, Duante Sector-11, D

Orcid: https://www.search.org/s/150-315X * Professor - HR & any Decesor QAA Department of HRM. Universal Business School, Kushivili, Vadapi

Gaurkamat Raigur h. Maharashira, India 410201. E-mail: idrgoswami@gmail.com

Orcid: https://www.scoop.noo3-2770-6022 D Assistant Professor, Department of HR, GSBB - Gitam School of Business Bengaluru. GITAM Deemed to be

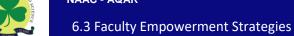
University, NH 207, Nagademehalli Bengaluru, Karnataka, INDIA -561203. E-mail: anithalaman magain gmail.com Orcid: https://orcid.org/0000-0001-8943-2982

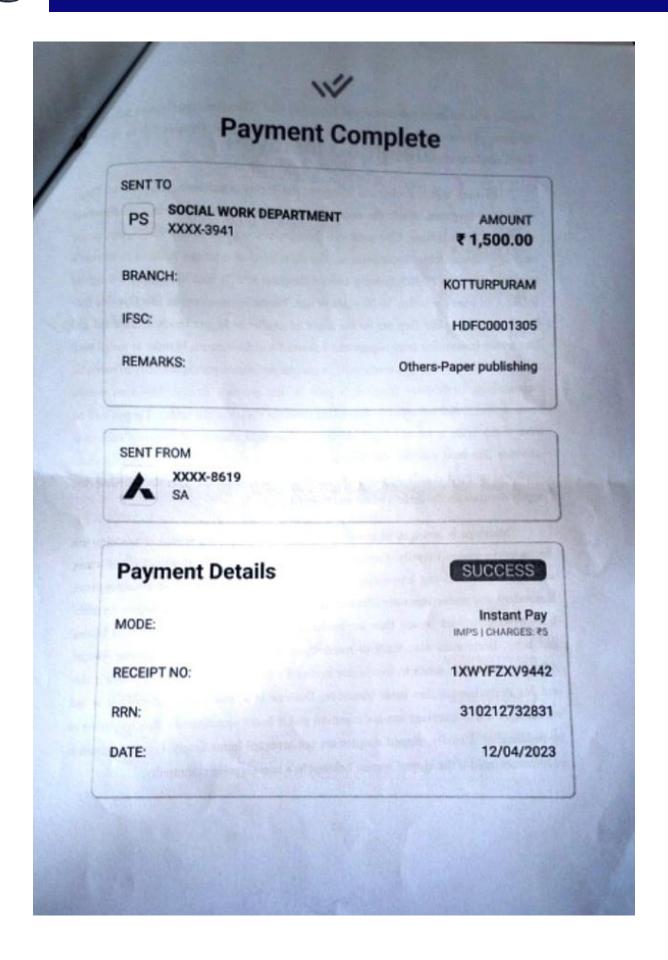
Assistant Professor Department of Commerce College for Science and Humanities, SRMIST,

Kattankkulathur, Chennai, India-603203. E-mail: umavujanpriya@gmail.com



Patrician Colle REQUI	ege of Arts and Science SITION FORM Raichel
REQUIS	
programme Title	Papu Publication
Programme Date	16.02.2023
Expense Details	3000/-
Budget	
Advance Taken, if any	NIL
Buchellong. La Great	emit birector Director
T	

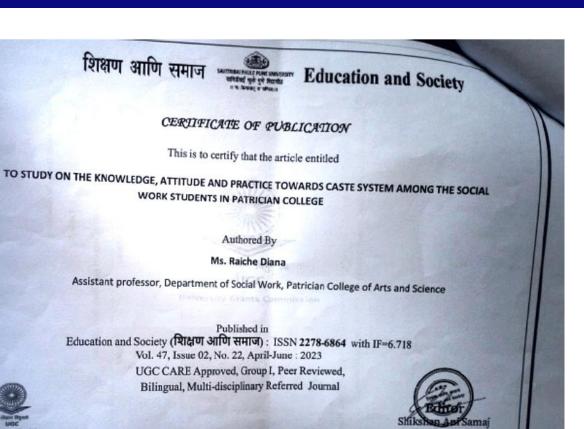






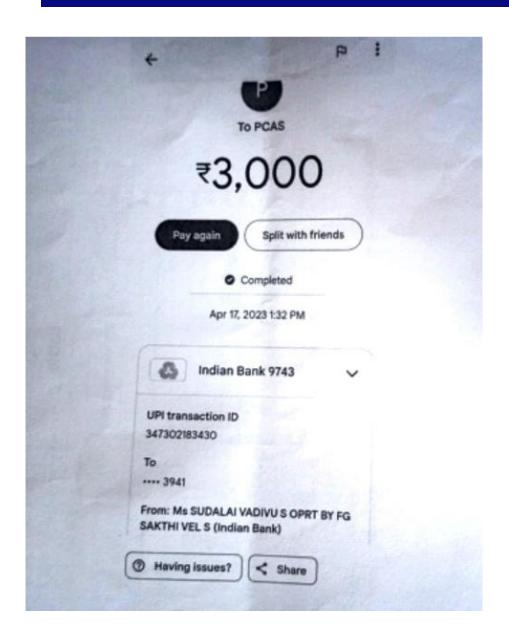










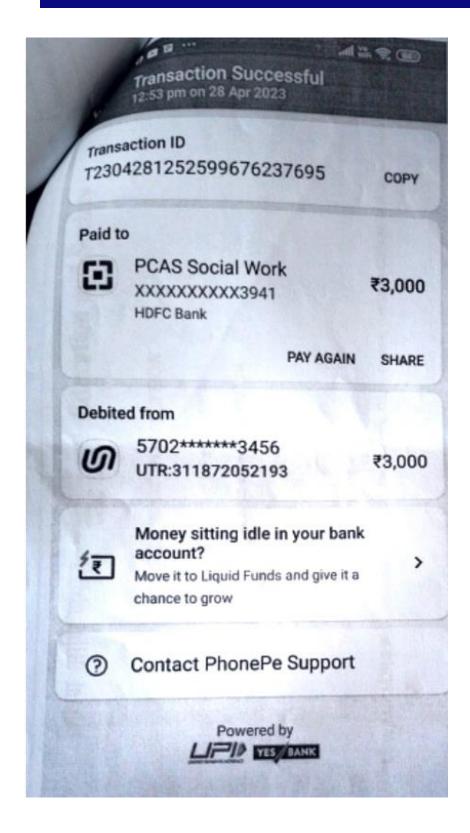


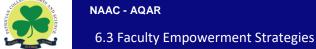


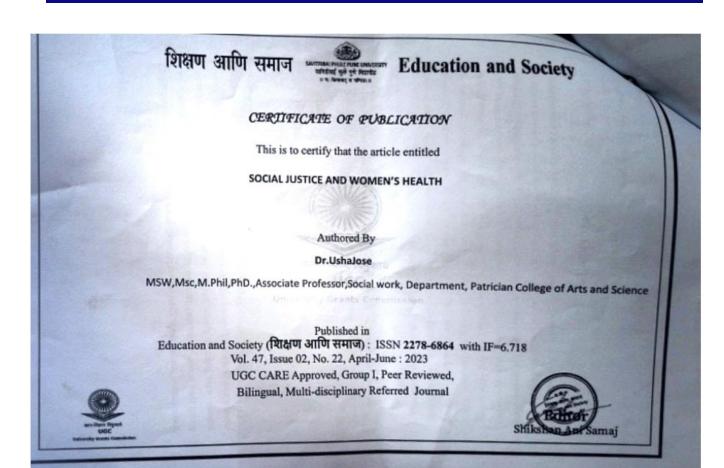
	ege of Arts and Science SITION FORM
College A/c / Department A/c	
programme Title	Publication
Programme Date	Publication 16.2.23
Expense Details	3000/-
Budget	
Advance Taken, if any	











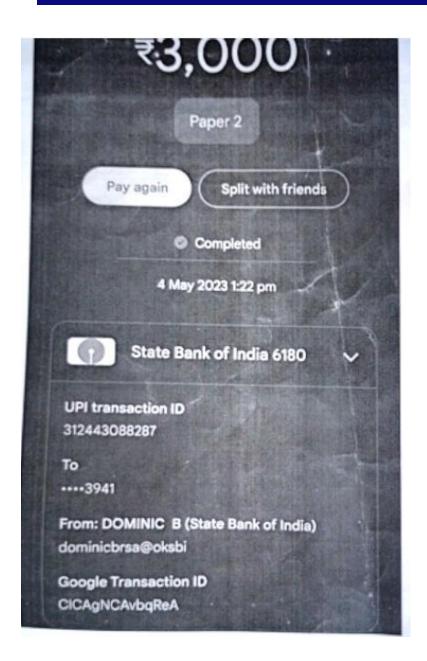




college A/c / Department A/c	SITION FORM
Programme Title	Paper Publication
Programme Date	16.02.2023
Expense Details	30001-
Budget	
Advance Taken, if any	







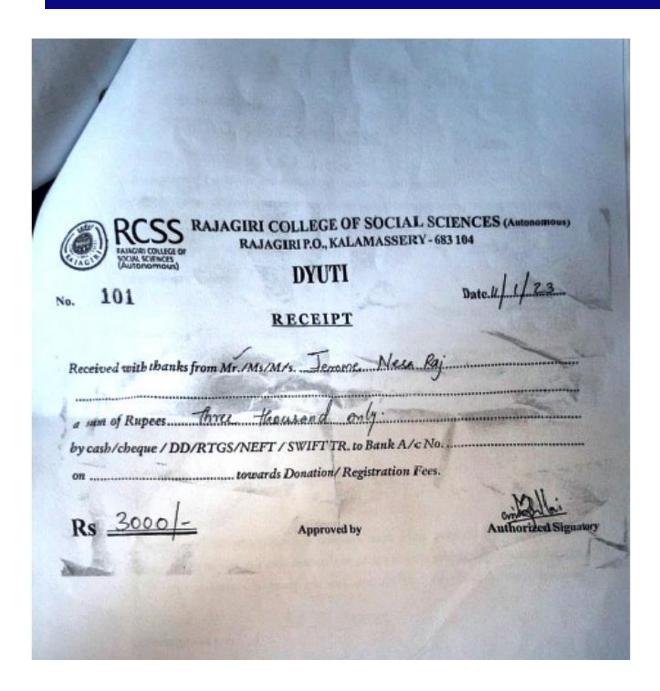




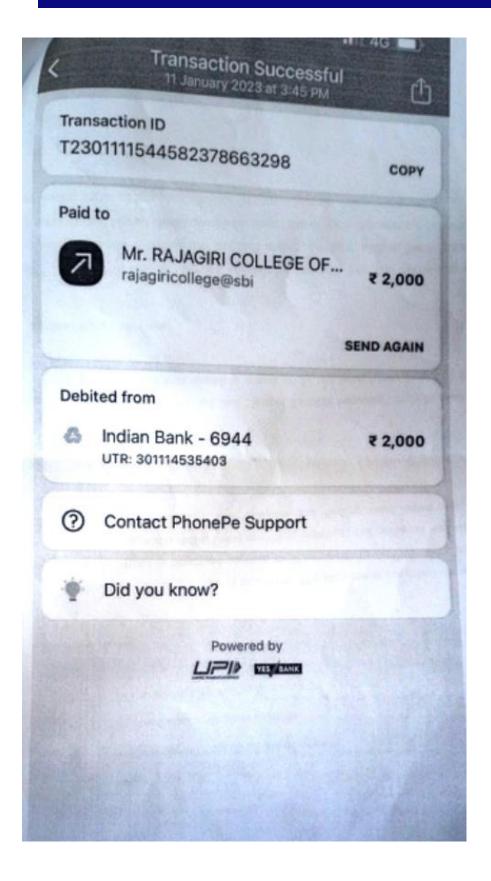


	Patrician C REC	Ollege of Art	s and Science FORM		Suome
	Se A/c / Department A/c				
	Avogramme Title	Po	per Prese	utation-	Parati
1	Programme Date	l1	,12,13	January	2023
	Expense Details	C	on favener	Regin	fration.
	Budget	6	2. 3000	1_	TANK
	Advance Taken, if any		Nil		
	Faculty .	Academic Dir	aline.		Sirector Director
			-		

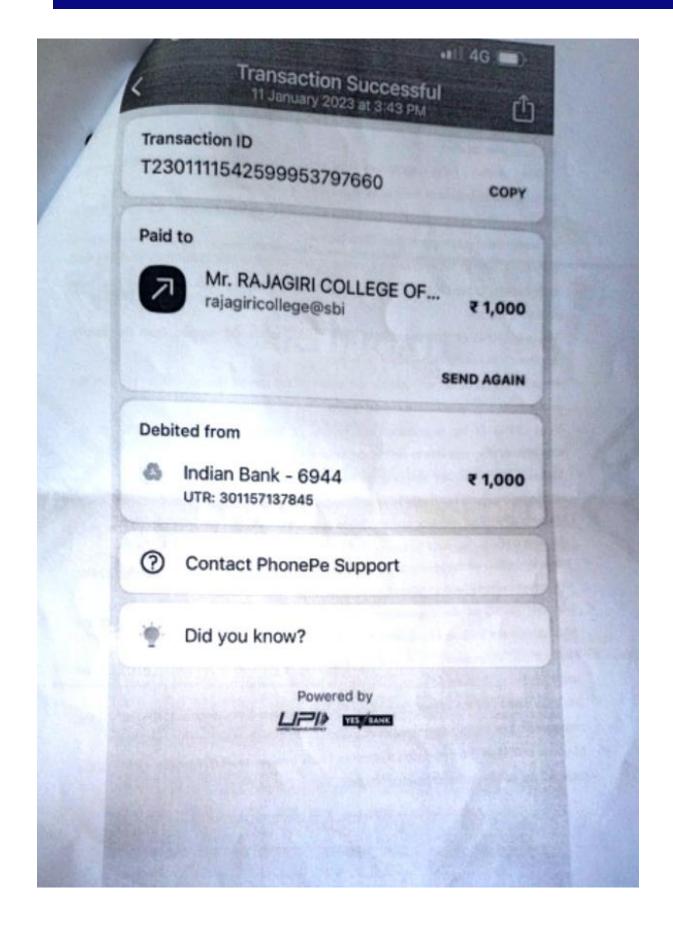








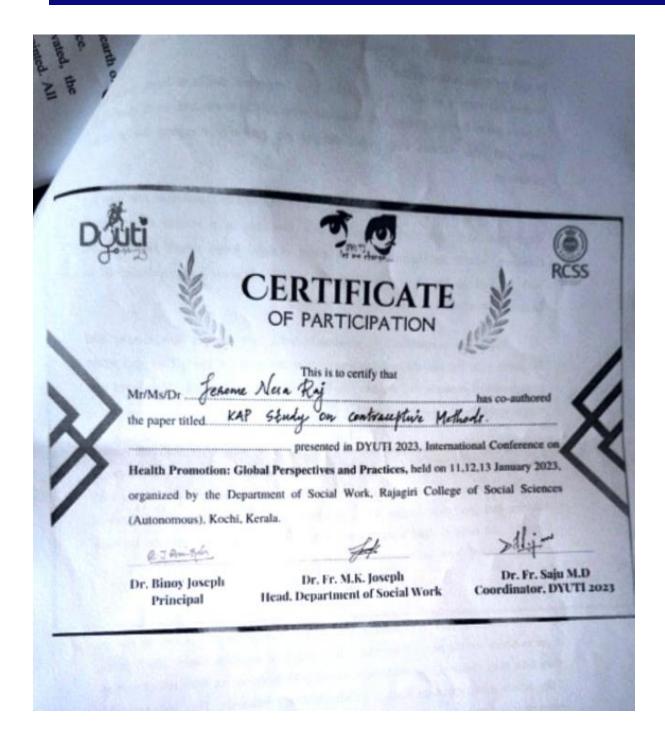














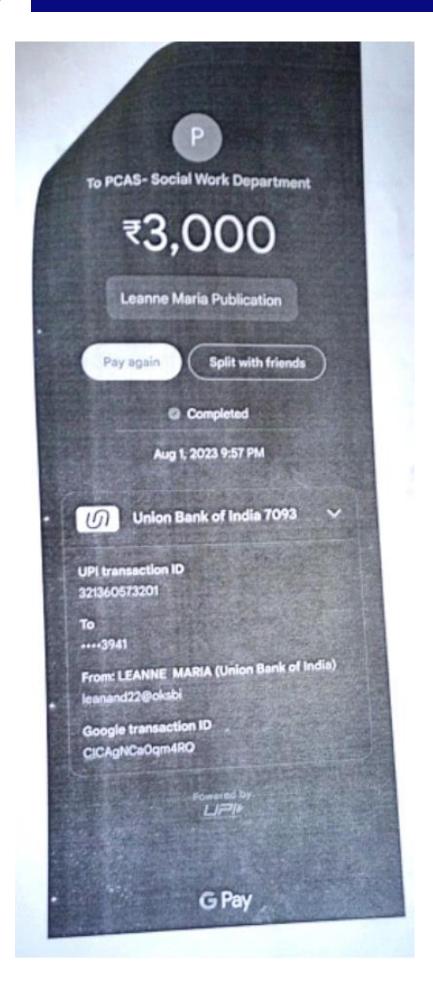




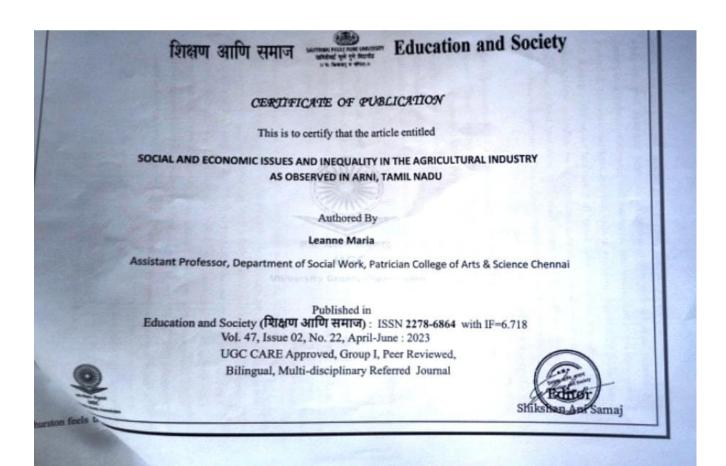


se A/c / Department A/c	UISITION FORM Lanne
programme Title	Paper Publication
Programme Date	16.02.2023
Expense Details	3000 F
Budget	
Advance Taken, if any	WIL
full Faculty	1 Collision. 86







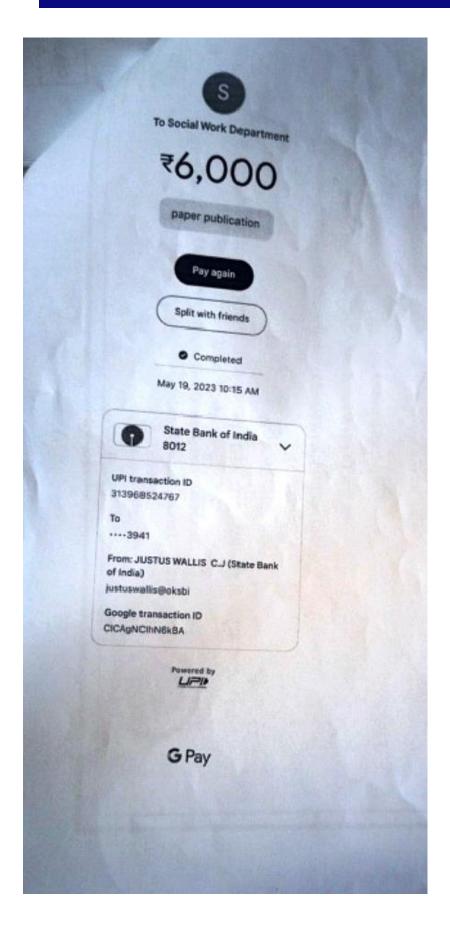




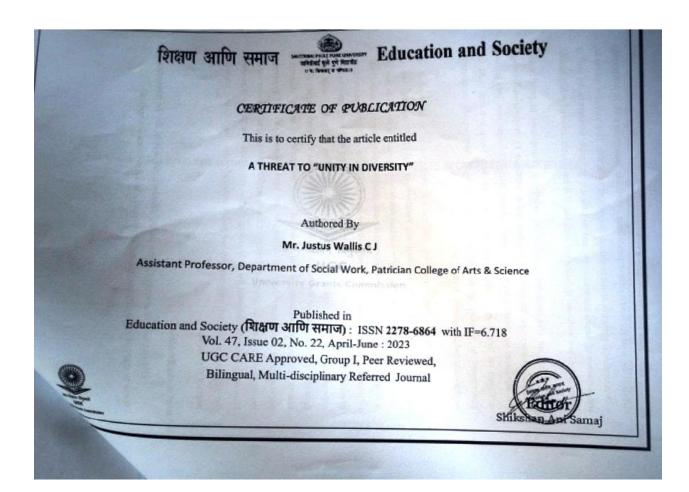
college A/c / Department A/c	ge of Arts and Science ITTION FORM
Programme Title	Date was college of
Programme Date	Publications.
Evnous D. J. J.	16.02.doas
Expense Details	Solial Bond, Peas.
Budget	6001-
Advance Taken, if any	2 -



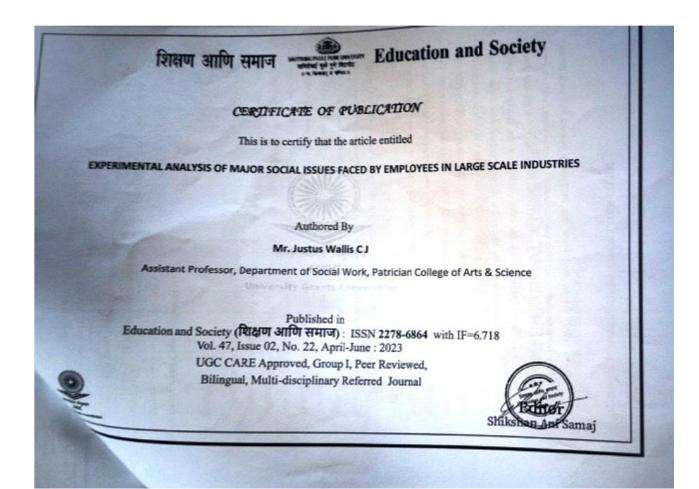










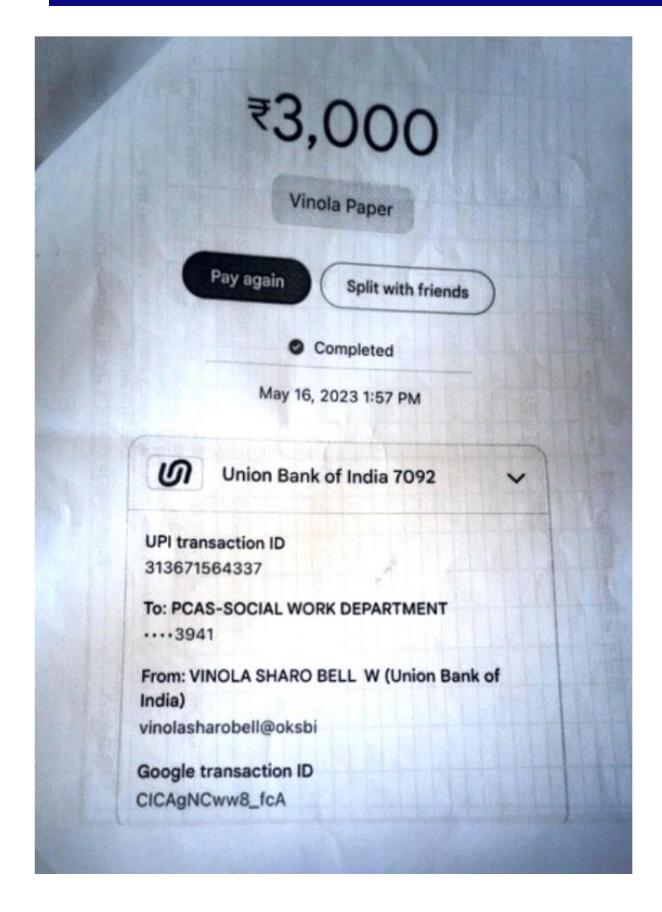




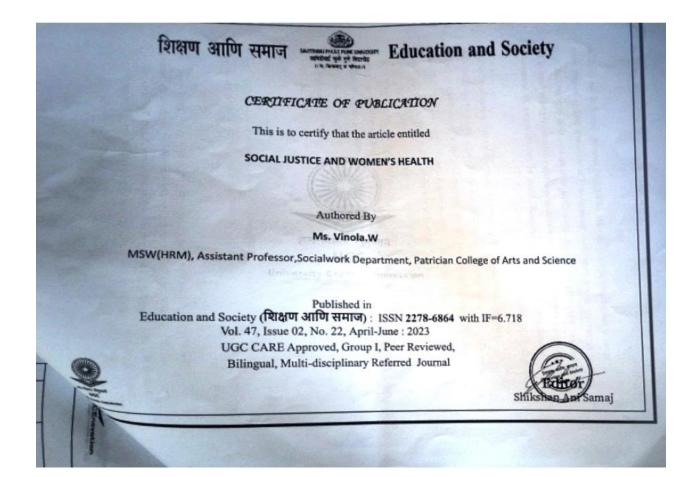
college A/c / Department A/c	
Programme Title	Paper Publication
Programme Date	Paper Publication Social futre and women health 16/2/23
Expense Details	3000/_
Budget	
Advance Taken, if any	0.

2022 - 2023













college A/c / Department A/c	SITION FORM Callege and -financial passioner
programme Title	Internation
Programme Date	Jahrneton Publicano Proposed & 9-2022
Expense Details	R.1,250
Budget	- 6
Advance Taken, if any	-



