

ANALYTICAL STUDY OF WORK CULTURE IN RESPECT OF PRODUCTIVITY OF EMPLOYEES-INDIA V/S AMERICA

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Abstract :

*It is said that if you are young and living in India and working in IT, then your life is tied more than that it is almost 50% more than what you would spend in America. Unless you are in a big managerial role and be able to work flexible hours, India is a questionable choice in this aspect, think about it logically, so much of your productive time in productive years of your life between 22 – 35 or so is just spent at work or doing work. But you can do so may creative things and have fun in life if you live in America during these years. Unless you get flexible hours and have an option to work only 8 hrs a day, it is not a great choice to move to India from work perspective. Then the question arise that **what do you think about just this aspect of work Culture?** So there is need to study the work culture in respect of productivity of personnel in America and India. The objectives of this paper are to analyze the present work culture in India and America and to examine the work culture and its impact on productivity life of personnel in India and America. Experimental research Method is used in this research paper. To study under the experimental research method includes sampling method, data collection method and data analysis technique. The data analysis of the above table shows that 76 per cent of the Indian respondents are constantly on the lookout for another job whereas 60 per cent of the American respondents are not willing to change their job. The reason for change job among Indians is as there are substantially fewer “qualified” people than there are jobs. Another reason is more and more MNCs growing their operations in India.*

It is found that the employees perspectives about work culture and its impact on Job security and Productivity of an enterprise in America and India. Data analysis reveals that 52 per cent of Indian respondents are disagree that increased the productivity of enterprise, whereas 62 per cent respondents are disagreed about their job security. Job Security and increase productivity is depending upon work culture. The 48 per cent respondents said the lack of work culture in India as compare to America. Only 12 per cent American respondents disagreed about work culture in America whereas 60 per cent strongly agreed that due to work culture they have job security and increased productivity of the enterprise. The average productivity per American worker has increased 400% since 1950.

Key words: Work Culture, Productivity

Introduction:

Work occupies most of our life, if you think about it officially you are supposed to work for 8 hrs to be considered full time. But, people work differently in different countries depending on the culture. The Indian work culture is immensely diverse. There are major differences depending on whether you work for small, local companies, for big Indian corporations or for international companies. Business practices also vary between regions. The importance of hierarchies in Indian culture can also be witnessed in the daily work



environment. People of different management levels are treated differently. The behaviour of superiors towards other employees seems very rude from a Western point of view. This is normal in India. Even though that might make you feel uncomfortable at first, you need to adapt to this as otherwise employees of lower hierarchy levels will try to take advantage of your kindness. They might treat you extra nice but then expect favours in return, such as help in getting a job in the West.

Review Of Literature:

Culture comes from the Latin word “Colere” meaning to build on, to cultivate, and to foster. Culture is a set of accepted behavior patterns, values, assumptions and shared common experiences. It is something we learn. It impacts everyone and influences how we act and respond. The various authors have studied this concept and find out

Pun, (2001)- has explained two types of culture, national and organizational, are often referred to interchangeably. This is because one often reflects the other with acceptable behavior and shared values similar at the national and business level. It is natural that the culture of a company be typically created and fostered by its owners and / or senior executives, reflecting their values and behaviors, which are based on those of their nationality. Over time, the culture of a company becomes a self-sustaining cycle as individuals of like values and beliefs are hired further nurturing the culture. “It may be argued that national culture nurtures the development of corporate culture in organizations, and in turn they correlate with each other”.

From a business perspective the culture of a company is extremely important, as it will drive employee behavior and expectations, determine acceptable management styles, and influence interaction with outside entities.

Sullivan (2002) – according to him the term culture may be defined similarly country to country and business to business, but the values, behaviors and experiences that create the culture itself are very different. Although the national or country culture often trickles into the organizational culture, it is important to remember that “not all people in a culture will exhibit the traits”.

Ralston, Holt, & Terpstra, (1997)- At opposite ends of the spectrum you can find old v. new, East v. West, and China’s culture v. the United States’ culture. Founded on the 2500 year old Confucius teachings of “the importance of society, the group, and hierarchical relationships within a society,” China’s culture is collective in nature. Conversely, the United States culture has been influenced by the “Judeo-Christian emphasis on personal achievement and individual self-worth” creating an individualist culture.

Statement Of Problem:

It is said that if you are young and living in India and working in IT, then your life is tied more than that it is almost 50% more i.e. 8 + 4 hrs = 12 hrs than what you would spend in America. Although, east is embracing west and we are trying to adapt many things, still the differences remain. Unless you are in a big managerial role and be able to work flexible hours, India is a questionable choice in this aspect, think about it logically, so much of your productive time in productive years of your life between 22 – 35 or so is just spent at work or doing work. But you can do so many creative things and have fun in life if you live in America during these years. Unless you get flexible hours and have an option to work only 8 hrs a day, it is not a great choice to move to India from work perspective. Then the question arise that **what do you think about just this aspect of work Culture?** So there is need to study the work culture in respect of productivity of personnel in America and India.

Objectives Of Paper:

The objectives of this paper are

1. To analyze the present work culture in India and America
2. To examine the work culture and its impact on productivity life of personnel in India and America

Methodology:

- a) **Research Method** : Experimental research Method is used in this research paper.
- b) **Research Methodology** :To study under the experimental research method includes sampling method, data collection method and data analysis technique. To fulfill the objectives of the study, both primary and secondary data have been used. Primary data was collected directly from the employees through well structured interviews conducted by the researcher. The secondary data is an integral part of any research study as it provides information on key variables. The secondary data was collected through articles, journals and accessing views of employers on internet.

It is not possible to study the work culture and productivity of whole personnel in India and America. Due to paucity of time the researcher adopted convenient sampling technique in which 50 employees from India and 50 employees from America were selected for the study.

Present Work Culture In India And America:

The culture of America and India is not same. The point of difference of culture between India and America is analyzed in the following table

Table -1**PRESENT WORK CULTURE IN INDIA AND AMERICA**

Point	America	India
Nature	The culture of America is a mixture of different cultures	The Indian culture is unique and has its own values
Family Relation	Americans are individual oriented	Indians are very much family oriented
Respect	In American culture the individual values get prominence than the family values.	In Indian culture, the family values are given more prominence than the individual values. Indians respect family values.
Commitment	Americans are more committed to themselves only	Indians are more committed to their family
Goal	American culture is more goal oriented	Indian culture is more people or family oriented
Forsake	In American culture, the trend of forsake their individual wishes and for family cannot be seen	Indians may forsake their individual wishes and also happiness for the sake of families
Plan	The Americans plan things ahead	Indians plan for present
Environment	The Americans believe in dominating nature and controlling the environment around them	Indians believe in the harmony with nature
Independent	The individuals think of self-reliance and independent	Indians are more dependent on others

	In American culture, each individual makes his own decisions	In Indian culture, there is respect for the elders and it is they who make decisions
Competitive	Americans are less competitive	Indians are more competitive
Object	Indians work for meeting the family needs	American will only strive to rise on his own capacity or getting rich
Regards	Americans have great regard to time and its value	Indians have less regard to time and its value

Source : Data compilation of respondents opinion on net

Analysis And Interpretation:

The employees in India change jobs very often. Two-year career with the same company is considered long. The following table shows the employees perspectives about changing job.

Table – 2
Employees Perspectives about changing jobs

On Job in years	Respondents (India)	Percentage	Respondents (America)	Percentage
01-02	24	76%	08	16%
02-05	14		12	24%
05 years & above	02	04%	07	60%
Not changed	10	20%	23	
Total	50	100%	50	100%

Source: Primary Data

The data analysis of the above table shows that 76 per cent of the Indian respondents are constantly on the lookout for another job whereas 60 per cent of the American respondents are not willing to change their job. The reason for change job among Indians is as there are substantially fewer “qualified” people than there are jobs. Another reason is more and more MNCs growing their operations in India.

Table – 3
Employees Perspectives about work culture and Productivity

	Respondents (India)			Respondents (America)		
	Work Culture	Job Security	Increase Productivity	Work Culture	Job Security	Increase Productivity
Agree	4	3	4	8	7	9
Strongly Agree	10	6	7	30	29	31
Disagree	24	31	26	6	8	7
Strongly Disagree	9	6	8	5	4	2
Can't say	3	4	5	1	2	1
Total	50	50	50	50	50	50

Source: Primary Data

The above table shows the employees perspectives about work culture and its impact on Job security and Productivity of an enterprise in America and India. Data analysis reveals that 52 per cent of Indian respondents are disagree that increased the productivity of enterprise, whereas 62 per cent respondents are disagreed about their job security. Job Security and

increase productivity is depending upon work culture. The 48 per cent respondents said the lack of work culture in India as compare to America. Only 12 per cent American respondents disagreed about work culture in America whereas 60 per cent strongly agreed that due to work culture they have job security and increased productivity of the enterprise. The average productivity per American worker has increased 400% since 1950.

One way to look at that is that, it should only take one-quarter the work hours, or 11 hours per week, to afford the same standard of living as a worker in 1950 (or our standard of living should be 4 times higher). Is that the case? Obviously not. Someone is profiting, it's just not the average American worker.

Findings Of The Study:

The study found that

1. The reason for change job among Indians is as there are substantially fewer "qualified" people than there are jobs. Another reason is more and more MNCs growing their operations in India.
2. The majority of the respondents (48 per cent) said the lack of work culture in India as compare to America.
3. In America 60 per cent strongly agreed that due to work culture they have job security and increased productivity of the enterprise.
4. The average productivity per American worker has increased 400% since 1950.

Conclusion:

India has the second highest number of overworked people, working 42 hours a week on an average, after Hong Kong, where people work 44 hours a week. Many people put in additional hours at work because a lot of them are genuinely busy. There are also some who just pretend to be busy. There is a statement - I am busy - and it means I am important. This state of being busy or overworked stems from insecurity. Earlier, people were secured in their jobs. Now, they need to grow and are more insecure. Spending time in office beyond the stipulated working hours is born out of this insecurity. People who work on the field put in longer hours, there is a growing body of evidence to suggest that they are also more productive, have a greater job satisfaction and lower stress levels. The workers spend less time commuting. As a result, they are able to spare more time for their work. Businesses that enable their employees to work from locations closer to their homes and manage their time more independently will offset the stress caused by a poor work-life. This will enable employers to deal with a more productive, committed and healthy staff.

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