# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Page Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENT</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
</tr>
</tbody>
</table>

## CHAPTER ONE:

1. INTRODUCTION.
   1.1 Preface  
   1.2 Statement of the Problem
   1.3 Present Study
   1.4 Objectives of the Study
   1.5 Significance of the Study
   1.6 Limitations of the study
   1.7 Definitions of Key Terms

## CHAPTER TWO

2. Profile of Software Industry
   2.1 Software Industry- Global View
   2.2 Future Winners and Losers in Global Out Sourcing
   2.3 List of 150 Software Companies of Silicon Valley
   2.4 Indian Software Industry – Strategic Review
CHAPTER THREE

3. REVIEW OF LITERATURE:

3.1 Organizational Culture: Introduction 47
3.2 Definition of Organizational culture 47
3.3 Organizational Culture Literature 52
3.4 Organizational Culture Verses Organizational Climate 78
3.5 Job satisfaction: Perspective and definitions 90
3.6 Job Satisfaction: Theoretical framework 91
3.7 Job Satisfaction: Literature Review 94

CHAPTER FOUR

4. RESEARCH METHODOLOGY

4.1 Introduction 105
4.2 Subjects 105
4.3 Research Design 106
4.4 Instrument for Survey Questionnaire 107
4.5 Validity Issues 116
4.6 Sampling and Data Collection 119
4.7 Analysis of Data 120
CHAPTER FIVE

5. Interview and Observation: Data Collection and Results

5.1 Introduction 122
5.2 Collection of Qualitative Data 122
5.3 Data Analysis 126
5.4 Results of Qualitative Analysis 126

CHAPTER SIX

6. RESULTS

6.1 Demographic Profile of Respondents 128
6.2 Descriptive Statistics for Instrumental Scale 132
6.3 Respondents Perception of organizational culture & job satisfaction 150
6.4 Job satisfaction and Indian Software Industry 156
6.5 Organizational Culture and Indian software Industry 158
6.6 Summary of the Results 160
CHAPTER SEVEN

7.1 SUMMARY 163
7.2 DISCUSSION 168
7.3 CONCLUSIONS 178
7.4 RECOMMENDATIONS FOR PRACTICE 181

REFERENCES 185

ANNEXURE 195