PREFACE

With the globalization of economy and changing avenues for the growth and development of business organizations, competition has emerged in the marketplace. The sheer enormity of competition has made it obligatory for the business organizations today to keep them better, efficient and effective than the other. The present situation demands an altogether new orientation, incorporation of appropriate culture that nurtures professionals in demand, and establishment of sound Organizational Learning mechanisms. A failure to adapt may shatter the dreams of unfit organizations under the paradigm of "survival of the fittest."

This is not only true for business organizations but also for the professional educational institutions. It has been witnessed in the recent past that the number of these institutes is growing rapidly in the state, but more in quantitative terms. In order to survive in the competition these organizations have to offer something valuable without compromising on the quality and quantity.

All over the world, professional educational institutions are facing social and economical changes. Rapid technological changes are also affecting the institutes in their orientation and delivery mechanisms. To cope up with these changes and opening challenges, these professional institutes are in a fray to acquiring and utilizing the knowledge to remain competitive. With the world becoming a global village the study of Organizational Culture and Organizational Learning is gaining ground among such global professional educational institutes.

Haryana and Punjab states have universities accounting for much of the education - the Kurukshetra University, kurukshetra, Maharishi Dayanand University, Rohtak (in Haryana) and Punjabi university Patiala & Punjab Technical University, (Jalandhar) (in Punjab). These Universities offer technical as well as professional education to the local youths as well as to outsiders. MBA, MCA, Biotechnology, Pharmacy, B Tech, BBA, BCA, Hotel Management, law etc. are various such degrees that are offered by these Universities. The issue of
organizational culture and learning takes significant impact here if these universities envision addressing to the global demands for professionals. The researcher strongly feels that by addressing the issues related to Organizational Culture and Organizational Learning, a conducive environment can be created, developed and maintained in these professional educational centers that help in nurturing a high breed of professionals fulfilling global demands for skilled persons.

The present study attempts a comparative analysis of Organizational Culture and Organizational Learning in the professional institutions under the two aforementioned universities with an aim to draw out some meaningful conclusions pertaining to the findings. The study has been divided into seven chapters with an effort to express the subject matter in a simple, lucid and unambiguous manner. Chapter 1 Technical Education system in India, Chapter 2 Review of Literature, Chapter 3 Research Methodology, Chapter 4 Conceptual Framework – OC and OL, Chapter 5 Analyses and Discussions, Chapter 6 gives a brief account of problem areas vis-a-vis Organizational Culture and Organizational Learning in technical institutes, and finally Chapter 7 presents the Conclusions and Suggestions as perceived important by the researcher. Finally, Bibliography provides an illustrious account of the references used to give shape to the study.