Chapter - 3

RESEARCH DESIGN

3.1 INTRODUCTION

Organizational culture is the most important part of any organization which affects job satisfaction. The study with the title “A Study of Impact of Organizational Culture on Job Satisfaction on the Teaching Staff Working in Business Schools in Pune City” aims at finding the impact of organizational culture and job satisfaction of the teaching staff in business schools of Pune city. This study is based on both the primary and secondary data collected from questionnaire and personal interview as well as data from the published reports, articles, and electronic media.

3.2 OBJECTIVES OF THE STUDY

The broad objective of the research is to study the organizational culture, job satisfaction and their relations between them. The specific objectives of the study are as follows:

1. To study the organizational culture and job satisfaction prevalent in the business schools in Pune city.

2. To evaluate the impact of organizational culture on the job satisfaction of the teaching staff working in business schools in Pune city.

3. To find the effect of demographic features on organizational culture and job satisfaction.

4. To find the various factors which form the organizational culture.

3.3 HYPOTHESES OF THE STUDY

Since the study is exploratory in nature, no specific hypotheses have been framed. However to give a proper direction to the study in light of
objectives, following hypotheses have been framed. The study included the following prime hypotheses and a set of sub hypotheses:

1) **Prime Hypothesis**

   **H01:** There is no significant effect of organizational culture on the job satisfaction of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**Its Sub Hypotheses**

**H1.** There is no significant effect of organizational culture on the management support of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H2.** There is no significant effect of organizational culture on the working environment of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H3.** There is no significant effect of organizational culture on the educational instruments of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H4.** There is no significant effect of organizational culture on the job related aspects of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H5.** There is no significant effect of organizational culture on the motivational aspects of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H6.** There is no significant effect of organizational culture on the perception about AICTE and university of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

**H7.** There is no significant effect of organizational culture on the
perception about directors of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

H8. There is no significant effect of organizational culture on the perception about students of the teaching staff working in business schools in Pune city. i.e. $\beta = 0$

2) **Prime Hypothesis**

H02: There is no significant effect of demographic profile on organizational culture.

**Its Sub Hypotheses**

H1. There is no effect of age group on organizational culture.
H2. There is no effect of gender on organizational culture.
H3. There is no effect of marital status on organizational culture.
H4. There is no effect of employee status on organizational culture.
H5. There is no effect of designation on organizational culture.
H6. There is no effect of educational qualification on organizational culture.
H7. There is no effect of working experience on organizational culture.
H8. There is no effect of current monthly income on organizational culture.

3) **Prime Hypothesis**

H03: There is no significant effect of demographic profile on job satisfaction.

**Its Sub Hypotheses**

H1. There is no effect of age group on job satisfaction.
H2. There is no effect of gender on job satisfaction.
H3. There is no effect of marital status on job satisfaction.
H4. There is no effect of employee status on job satisfaction.
H5. There is no effect of designation on job satisfaction.
H6. There is no effect of educational qualification on job satisfaction.
H7. There is no effect of working experience on job satisfaction.
H8. There is no effect of current monthly income on job satisfaction.

3.4 RESEARCH METHODOLOGY

In order to study the objectives developed for the study, an exploratory survey research design is used. A questionnaire was designed to find out the organizational culture existing in these business schools, the level of job satisfaction among the teaching staff and the impact of organizational culture on the job satisfaction of the teaching staff.

A pilot study was conducted to test the questionnaire on a group of 40 teaching staff of business schools. The questionnaire was then changed on the basis of the results to make it more reliable. Many questions were deleted as they were found to be similar with other questions. The instrument was tested for its reliability using coefficients (Cronbach’s Alpha). The alpha value for the questionnaire on organizational culture was found to be 0.891 and for job satisfaction the alpha value was found to be 0.936 which is considered to be highly reliable.

3.4.1 Universe

Universe refers to the population of the study. Since the study is on the teaching staff working in the business schools in Pune city, hence all the staff will constitute the population of the study. Pune is considered to be an educational hub of India, due to which for the study, the entire business schools of Pune city have been considered to be the population of the study.

3.4.2 Sample Size

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. When dealing with people, it can be defined as a set of respondents (people) selected from a larger population for the purpose of a survey. The major stake holders of these business schools are the teaching staff. The number of recognized management institutions during the year 2010-11 were 64 with an intake of 458 teaching staff in
business schools in Pune city.

The sample size for the study consisted of 250 teaching staff from 32 business schools (which was 50% of total number of business schools in Pune city) by using simple random sampling method. The questionnaires were administered to all the 250 teaching staff of 32 business schools and were collected. Out of 250 filled in questionnaires, 44 questionnaires were rejected due to incomplete and improperly filled. The final questionnaires consisted of 206 respondents. This represents about 45% of the population and can be considered to be the representative of the population.

The following table shows the Business Schools selected for the study

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Business School</th>
<th>Address</th>
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<tbody>
<tr>
<td>01.</td>
<td>All India Shri Shivaji Memorial Society’s Institute of Management</td>
<td>Kenedi Road, Near RTO, Pune- 411 001.</td>
</tr>
<tr>
<td>02.</td>
<td>Anjuman Khairul Islam Poona’s Institute of Management Sciences and Entrepreneurship</td>
<td>Poona College Campus, Camp, Pune-411 001.</td>
</tr>
<tr>
<td>03.</td>
<td>Apex Institute of Management &amp; Research</td>
<td>S.No. 59, Near Atur Hills, Undri, Pune – 411 028.</td>
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<tr>
<td>05.</td>
<td>ASMA Institute of Management</td>
<td>S.No. 85, Shivane, Tal. Haveli, Pune- 411 023.</td>
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<tr>
<td>06.</td>
<td>Atharva Institute of Management</td>
<td>Yerwada, Pune- 411 006.</td>
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<tr>
<td>07.</td>
<td>Bansilal Ramnath Agarwal Charitable Trust’s Vishwakarma Institute of Management</td>
<td>S.No. 2/3, Kondhwa (Bk), Pune – 411 048.</td>
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<tr>
<td>08.</td>
<td>Chaitanya Shikshan Sanstha’s Institute of Management</td>
<td>Hadapsar, Pune – 411 028.</td>
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<tr>
<td>09.</td>
<td>Chintamani Dnyanpeeth’s Chintamani Institute of Management</td>
<td>Dhanakawadi, Pune</td>
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<tr>
<td>10.</td>
<td>Choice Institute of Management Studies &amp; Research</td>
<td>Kothrud, Pune</td>
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<td>Sr. No.</td>
<td>Name of Business School</td>
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<tr>
<td>12.</td>
<td>Dr. Vikhe-Patil Foundation’s Centre for Management Research and Development</td>
<td>Near Patrakarnagar, Off. Senapati Bapat Road, Pune-411 053.</td>
</tr>
<tr>
<td>15.</td>
<td>Jai Shivrai Pratishthan’s Chhatrapati Shivaji Institute of Business Management and Research</td>
<td>J.P. Trust, Vidya Niketan English Medium School, 634/9, A/1, Bibwewadi Road, Pune – 411 037.</td>
</tr>
<tr>
<td>16.</td>
<td>Maeer’s M.I.T. School of Management and Research</td>
<td>Sr. No. 124, Paud Road, Kothrud, Pune – 411 038.</td>
</tr>
<tr>
<td>17.</td>
<td>Maharashtra Cosmopolitan Education Society’s Allana Institute of Management Science</td>
<td>Camp, Pune – 411 001.</td>
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<tr>
<td>18.</td>
<td>Maharashtra Jain Sanskritik Mandal’s (Akluj) Institute of Management, Social Science &amp; Research 1165, Sadashiv Peth.</td>
<td>1165, Sadashiv Peth, Tilak Road, Pune – 411 030.</td>
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<tr>
<td>20.</td>
<td>Marathwada Mitra Mandal’s Institute of Management Education Research and Training</td>
<td>302/A, Deccan Gymkhana, Near Gokhale Road, Pune – 411 004.</td>
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<tr>
<td>21.</td>
<td>Matrix Business School</td>
<td>10/12, Karve Road, Pune – 411 004.</td>
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<tr>
<td>22.</td>
<td>Modern Education Society’s Newille Wadia Institute of Management Studies and Career Development</td>
<td>19, Late Principal V.K. Joag Path, Pune – 411 001</td>
</tr>
<tr>
<td>24.</td>
<td>Prestige college of Management &amp; Technology</td>
<td>140/6, Warje – Malwadi, Near Warje Chowk, N.D.A Road, Pune -411 052.</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Name of Business School</td>
<td>Address</td>
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<tr>
<td>27.</td>
<td>Saraswati Mandir Sanstha’s L.K. Phatak Institute of Technology and Management</td>
<td>1359, Shukrawar Peth, Bajirao Road, Pune – 411 002.</td>
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<tr>
<td>29.</td>
<td>Shri Vighneshwara education Society’s International School of Management And Research</td>
<td>No.2, New Delhi High School Campus, Tadiwala Road, Behind the Railway Station, Pune – 411 001.</td>
</tr>
<tr>
<td>31.</td>
<td>Sinhgad Technical Education Society’s Sinhgad Institute of Management</td>
<td>S.No. 44/1, Vadgaon (BK.), Off. Sinhgad Road, Pune- 411 041.</td>
</tr>
</tbody>
</table>

3.4.3 **Sampling Method Used**

In the study a convenient sampling method was used for the teaching staff.

3.4.4 **Geographical Area of Research**

The study has been focused on the teaching staff of business schools in Pune city.

3.5 **DATA COLLECTION**

The different primary and secondary sources including books, journals, and thesis in various organizations was studied to prepare the basis for this research. The obtained data was then analyzed in the light to support the basis of the research. The steps that are followed are given below:

- A review of the existing literature;
• A review of the recent researches and their results related to the research;
• Determination of the filed literature to be followed in the research and arrangement of the related questionnaire accordingly;
• Interview with the concerned statistical population;
• Analysis of the collected data to decide the confirmation or rejection of the hypotheses accordingly;
• Putting forward the conclusions, and stating the recommendations as regards the subjects being studied in the research.

It is further to be noted that one questionnaire revolving around the issues of organizational culture and job satisfaction have been prepared intending to help the researcher to draw the precise and actual data.

3.5.1 Sources of Data Collection

The researcher used two tools employed in a qualitative research. These tools are:

A) Primary Sources

• Interviews – The researcher personally interviewed well-known scholars in the related scope of research.

• Observation – The researcher personally observed the teaching staff working in the selected business schools in Pune city.

• Questionnaire – The primary data was collected through structured questionnaire. The researcher had collected the questions from the Model developed by Mudgil, Y., Muhar, I.S., & Bhatia, P., National Psychological Corporation, Agra, India. And Organizational Culture Model developed by Schein, E.H.(2004), Organizational Culture and Leadership, Jossey-Bass, San Francisco, CA and self administered questions for the teaching staff of business schools in Pune city.
B) Secondary Sources

- The researcher first concentrated on the original books on commerce and business administration and the newly developed theories and ideas of the well-known scholars in the field.

- The researcher collected the published data from various sources such as government publications for business and trade, foreign business publications, technical and trade journals, business magazines, reports and publication of various associations connected with business and industry, reports prepared by research scholars, universities & economists, public records and also used the most trusted online journals and articles.

3.6 DATA COLLECTION TOOLS / INSTRUMENTS

The structured questionnaire was divided into three sections: - Section A, Section B, and Section C.

- **Section A** contains questions which are related to name, age, gender, marital status, contact no., name of the institution, address of the institution, employee status, designation, educational qualification, working experience and current monthly income.

- **Section B** contains 53 questions which are related to job satisfaction which is further sub-divided into 8 sub parts on the following criteria's:
  a) Management Support : with 8 questions
  b) Working Environment : with 8 questions
  c) Educational Instruments :with 6 questions
  d) Job Related Aspects : with 8 questions
  e) Motivational Aspects : with 10 questions
  f) Perception about AICTE and University : with 5 questions
  g) Perception about Directors : with 5 questions
  h) Perception about Students : with 3 questions
• **Section C** consists of 30 questions related to organizational culture. This questionnaire was used to measure organizational culture and job satisfaction on five point likert scale, where:
  1. Denotes Strongly Disagree
  2. Denotes Disagree
  3. Denotes neither Disagree nor Agree
  4. Denotes Agree and
  5. Denotes Strongly Agree

3.6.1 **Statistical Tools / Instruments Used**

For clarification on the working hypotheses, appropriate and apt quantitative statistical tests were applied. All the data analysis was carried out by using ‘Statistical Package SPSS Version 20’.

In the study Mean, Standard Deviation, Correlation, Linear Regression, T test, ANOVA and Factor Analysis were used to test the hypotheses and described the present situation of the organizational culture and job satisfaction in the business schools of Pune city.

3.7 **CONCLUSION**

In this chapter a complete outline of the research process is given. A justification for the data collection, research design, sources of data, population, sample size and the tools/ instruments used is defined. The statistical tools and software used are also defined in this chapter. Thus the discussion of the research methodology allows for an easier understanding of the other chapters, which focus on the presentation of results.