

Changing Culture in the Indian IT firms: Assessing the Cultural Dimensions

Prachi Bhatt

Associate Professor
FORE School of Management
New Delhi – 10016
e-mail: prachi@fsm.ac.in

Abstract

Cultures have evolved. National culture is an important influence on the organizational practices and processes. Both national and organizational cultures vary in organisations and can have huge impact on the organisations and on its management practices. The present research paper attempts to assess the MNC culture of the top IT firms in India by capturing the perception of employees towards the Hofstede's cultural dimensions. The paper also tries to understand the gap in the perception and preferred behaviour of employees towards the cultural dimensions studied. Data analysis of 142 respondents show that there is a significant difference between the organisations regarding the employees' perceptions with reference to a few cultural dimensions, as discussed in the paper. Also, gap exists between employees' perception and preference to behave regarding the cultural dimensions. Paper discusses the implications and challenges for the Indian organisations in managing people management practices.

Keywords: Change in culture, MNC culture, Cultural Dimensions, Indian Culture, Organisational Culture, National Culture.

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