



COMPARATIVE STUDY OF ORGANISATIONAL BEHAVIOUR OF INDIAN VERSUS MULTINATIONAL RETAIL ORGANIZATION IN INDIA

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ABSTRACT

The current research has made it one of its primary focuses in order to investigate and evaluate the cultural parallels and differences that exist between Indian multinationals and multinationals that are based in other countries. This is in light of the fact that organizational culture is an important factor that should be taken into account for virtually every facet of an organization. In light of this fact, the research has made it one of its primary focuses. It is common knowledge that the organizational culture and environment of one company can be quite different from that of another, and that this phenomena can be observed more plainly in Indian multinationals as well as in multinational firms situated in other countries. This is something that has been acknowledged by a large number of people. The primary objective of this specific research was an examination of the organizational cultures of four distinct national companies in addition to four distinct international firms. In order to accomplish the purpose of the study, we investigated twelve fundamental aspects of organizational culture, both in multinational firms headquartered in India and in multinational organizations based in other countries

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INTRODUCTION

It's possible to argue that each one of us is still maturing in terms of our morality and demeanour. We are conscious of the fact that distinct patterns of conduct are linked to particular patterns of responsibility, and this is something that we take into account as a factor in our decision-making process. When we reach a certain level of maturity, our ability for observation expands to include not just our own activity but also the behaviour of other people. We are in a better position to predict and explain the acts that others do and will take in the future as a result of the generalisations that we create, which puts us in a better position overall. What sort of precision might we anticipate from these very broad generalisations? Some of these may indicate quite intricate evaluations of behaviour, which may prove to be of great use in comprehending and predicting the activities of other people. The overwhelming majority of us also carry with us a variety of conceptions, the vast majority of which are unable to describe in a manner that is suitable why individuals behave in various ways. In addition to having the ability to foretell the future as an instant and direct effect of this.

Importance The study of the ways in which individuals, groups, and structures all have a part in influencing the behaviour that takes place inside of an organisation is the focus of the field of research that is often known as organisational behaviour, or OB for short. This research investigates the significance of the topic. The

findings of this research provide a positive contribution to the efficient operation of a company in a way that is to their advantage. Organisational behaviour analysis, sometimes known by its abbreviated form OBA, is the study of what individuals do when employed by firms and how their actions influence the degree to which those companies are able to successfully do their tasks. Organisational behaviour analysis, or OBA, is another name for organisational behaviour studies. Concerns about work and its related issues are given considerable weight in the field of research known as organisational behaviour. These issues may include, but are not limited to, jobs, work, time off, employee turnover, productivity, human performance, and management. However, these are not the only possible worries. In addition, the study of organisational behaviour covers such vital themes as motivation, the actions of leaders and their authority, interpersonal communication, the structure and process of groups, learning attitudes and views, disputes, job design, and workplace stress. In the course titled "Organisational Conduct," you will be introduced to a wide range of distinct ideas and hypotheses.

This is owing to the fact that the issue needs to deal with a considerable number of commonly acknowledged 'facts' about human conduct and organisations that have gathered over the years. The reason for this may be found in the fact that the topic needs to deal with. The ancient adage that "Two heads are better than one" is undeniably true, as does the proverb that states, "You can teach an old dog new tricks." There can be no guarantee that the information presented here is correct because there is no way to verify it. One of the off-line objectives of organisational behaviour is to invalidate commonly held concepts, which is also one of the aims in this category. Another one of the off-line purposes of organisational conduct is to foster innovation. The field of organisational behaviour does, in point of fact, present managers with challenges in addition to openings for advancement. This is as a result of the fact that it concentrates on tactics and ways to raise productivity, minimise absenteeism, boost employee job contentment, and a number of other themes that are equivalent to one another. The study of organisational behaviour is a subfield of organisational psychology that can provide members of management staff some clues on how to make their workplaces more moral places to work. This is due to the fact that the conduct of an organisation has the ability to enhance the accuracy of behaviour prediction.

The Value of Organisational Culture and Behaviour The study of organisational behaviour is an applied topic that falls within the umbrella of the field of behavioural science. In order to construct its assumptions, it uses the findings of a broad variety of behavioural disciplines, such as sociology, anthropology, political science, and psychology, amongst others. It is becoming an ever more vital talent for managers to acquire, and one that is becoming increasingly important is a solid grasp of organisational behaviour. The increased degree of competition that is going place on a worldwide scale makes it very essential for employees to possess a higher level of flexibility in order to properly handle fast change. The formulation and execution of concepts pertaining to organisational behaviour is becoming an increasingly difficult task for managers. In today's world, the barriers that formerly existed between companies and national authorities are no longer a consideration. Both McDonald's and Burger King have outlets in Moscow, the capital city of Russia, and both of these fast food restaurants specialise in the sale of burgers. A company with its headquarters in the United Kingdom is the current owner of Burger King. The majority of Exaction Mobile's revenue comes from customers residing in countries other than the United States.

Every single one of the most well-known vehicle manufacturers in the world constructs their autos in a country that is not their own. For instance, automobiles manufactured by Honda are assembled in the state of Ohio,

which is found in the United States; automobiles manufactured by Ford are assembled in Brazil; and automobiles manufactured by Mercedes-Benz and BMW are assembled in South Africa. This suggests that the size of the planet is now comparable to that of a small town. As a direct consequence of this, managers have a responsibility to ensure that their workforce is diverse. The process through which organisations are becoming more diverse in terms of the gender, colour, and ethnicity of their employee populations is referred to as "work force diversity." Work force diversity is the term used to describe the process through which companies are becoming more varied in the workforce populations that they employ.

If it is handled well, an organization's diversity has the potential to foster innovative ways of thinking and thinking beyond the box. It also has the ability to improve decision-making by giving a variety of viewpoints on existing preplans, which may assist improve the process. This has the potential to make decision-making more effective. The basic objective of quality management is to guarantee that all of a company's customers are happy with the service at all times. This may be done by making consistent gains towards improving all elements of an organization's operations. These components include productivity, absenteeism, turnover, work satisfaction, and a recently established fifth dependent variable known as organisational citizenship. This improvement was made feasible because to the implementation of a quality management system, which served as the mechanism via which it was made achievable.

Variations at the Individual Level In terms of intelligence, outward appearance, personality, diction, and any and all other similar features, every single individual possesses a one-of-a-kind and distinctive set of qualities that distinguish them from all other people. It is possible for management to elicit the highest possible level of motivation from the workforce by treating employees in a variety of different ways. This is one method that management might accomplish this goal. Because every single worker is an individual, it is possible to accomplish this goal. It would be simple to devise a uniform, company-wide strategy for dealing with workers if it weren't for the fact that each person is an individual. After implementing this plan, just the barest minimum of discretion would be needed to handle any situation that arose. The study of OB starts with the individual since people can be highly diverse from one another and this diversity is one of the reasons why it is important to research OB.

Only an individual possesses the capacity to recognise responsibility and select a course of action; a collective, by virtue of the fact that it exists, is incapable of doing either of these things. It is only when individual members of a group take action that the group as a whole has any chance of having any kind of effect. A whole person Not only does a person's skill set get put to use when they are given a job, but also their social history, their likes and dislikes, their pride, and their biases. A person's full individuality is put on display when they are given a position. Both a person's private and professional life are intricately intertwined with one another, and it is impossible for either one to exist in isolation from the other. Because of this, managers have an obligation to do all in their power to make sure that their employees have the impression that the workplace is a home away from home when they are there. They put a lot of effort into training people so that the workers can become better employees, but they also put a lot of effort into training workers so that the workers can become better persons in terms of their own personal growth and sense of achievement. Both of these goals are important to the company.

Employee's Dissatisfaction

The employee's action is not the result of a haphazard occurrence but rather can be traced back to a certain cause. This attitude is held by the employee against a person who the employee feels, whether accurately or not, is working in his or her best interest and is the subject of the employee's dissatisfaction. This attitude is aimed against the person who the employee believes is working in his or her best interest. The manager is the one who is responsible for grasping this underlying notion, making modifications to this conduct, and addressing the problem at its most fundamental level. There is always a reason for a worker's behaviour, whether it be being late to work, throwing stones at a moving bus, or verbally abusing their boss. This is true even if the person was late because they were driving. For instance, there is always a reason behind why a person arrives late to work. This might be anything as simple as traffic.

OBJECTIVES

1. To study on Organizational behaviour in Indian Multinationals and Foreign Multinationals of India
2. To study and recognize and to analyze the hierarchical behaviour of Indian and Multinational Retail Organization

Human Dignity

This adds credibility to the premise that individuals, when engaging with other people, desire to be treated with respect and decency by those they are communicating with. The persons who execute any activity, regardless of how inconsequential it may appear, should be recognised and recognised for the one-of-a-kind talents and goals that they bring to the table. This recognition and acknowledgment should take place regardless of the nature of the task. Regardless of the sort of employment being performed, this should always be the case. The antiquated custom of treating employees as though they were economic instruments is incompatible with the idea of human dignity. People are consistently involved in the operations of companies, and ethical theory is connected to each and every activity in some form or another. It is impossible for individuals to make evaluations without taking into account their personal ideas, and it would also be unethical for them to do so.

The social structures that allow organisations to function effectively and continue to exist.

Because companies and other organisations are social systems, the activities that take place inside them are regulated not just by psychological standards, but also by the social rules that govern the types of institutions that businesses and other organisations fall under. In addition, each person who is a part of the community has a certain social position and set of responsibilities inside the group. Not only is the behaviour of its members determined by the collective dynamics of their surroundings, but also by the individual motives of the members themselves. The environment in which its members operate is also a significant factor. If there is an existing social system, the organisational environment is more likely to be one of dynamic change rather than static change because of the presence of the social system. This may be inferred from the presence of a functioning social structure in the environment. Every component of the system is reliant on every other component of the system, and every one of those components has the potential to influence the functioning of the other components.

Continued Participation in Something That Is of Interest to Us All

The members of an organisation working towards a shared vision and set of values is what drives both the formation of new organisations and the continuation of those that already exist. To put it another way, individuals need organisations because they are a part of the community in which the organisations they serve function, and organisations, in turn, need people. People look to organisations as a means to assist them in achieving their aims, but at the same time, organisations require the assistance of individuals in order to be able to successfully accomplish the goals they have set for themselves. It is feasible to combine the different requirements that individuals bring to organisations into a single overarching purpose when those persons share a common interest in a certain topic.

The Approach to Health and Wellness That Takes a Holistic Approach

This idea defines the connections between people and organisations in terms of the complete individual, as well as the whole group, the whole organisation, and the overall social system. Additionally, it does so in terms of the entirety of each of those components. It achieves this by adopting a viewpoint that is all-encompassing in order to achieve its goal of understanding as many of the potential elements that impact the conduct of persons working in organisations as is humanly feasible. This is accomplished by taking an all-encompassing view of the people working in companies. The purpose of this technique is to acquire a grasp of as many of these facets as is humanly feasible, which is the stated goal. As opposed to looking at issues through the lens of a single occurrence or challenge, one should evaluate issues by considering the context in which they are situated. This is in contrast to looking at issues through the lens of the former.

Indian Organisation Charged With Being Responsible For Retail Sales

The transformation that has taken place among consumers' shopping practises over the course of the last few decades is likely to be substantially responsible for the explosion of retail advertising that has taken place in India. This shift in consumer behaviour has been brought about as a result of a wide variety of different factors, some of which include, but are not limited to, higher wages, shifting lifestyles, a sizeable proportion of young people in the population, developing proficiency, increasing skill and knowledge, a rapidly expanding white collar class, developing urbanisation, increasing awareness in rural areas, and expanding media infiltration. This change in consumer behaviour has been brought about as a result of a variety of different factors. In the meanwhile, the retail sector is dealing with a number of challenges, such as a lack of suitable framework; particularly taught classes that do not consider retailing as a choice of career; a poor skill level for retailing administration; and a lack of support to traditional retail. In addition, the retail business is dealing with a lack of support to traditional retail. Additionally, there is inadequate backing for conventional forms of retail. These are the challenges that are now being faced by the retail industry in India in the country of India. In spite of the fact that the retailing business is characterised by a high degree of complexity, such as pricing adjustments, there is a continual threat of product quality deterioration, and profit margins are frequently fairly low. The retail industry is one that is not going anywhere anytime soon due to the interplay of all of these factors working together. It is currently seeing growth like never before, yet investors find it less tempting than other opportunities.

The retail sector is confronted with a number of challenges that are seen as obstacles to the expansion of the retail company. Despite the fact that there is a significant amount of room for development in the retail industry, there is also a significant amount of chance for improvement in the sector. Despite the fact that there is a significant amount of room for development in the retail sector, there is currently not enough progress

being made. During the course of the research, an attempt was made to investigate the financial situations of retail dealers in the Saurashtra region of Gujarat state, as well as the various monetary hurdles, advertising problems, governmental challenges, and administrative issues that they confront. This was done in an effort to gain a better understanding of the situation.

This was done in an effort to have a deeper comprehension of the challenges that are faced by these retail dealers. The commercial activities that are involved in pitching goods and companies to the customer for the purchaser for the purchaser's personal requirements as well as the needs of their family, family unit, relative, or friend are referred to as "retailing." The word "retailing" refers to the commercial operations that are engaged in pitching products and businesses to the customer. The term "retail" refers to all of these different types of business. This term encompasses all kind of items that a customer could purchase. To cite a few instances of the breadth of its reach, it includes a wide variety of items and services, such as ready-made garments, automobiles, travel agencies, and computer training courses, to name just a few of these examples. The final step in the distribution process is retailing, which has an impact on every aspect of human existence.

Retailers are responsible for satiating practically every need that their clients have in their life on a day-to-day basis and must do so in order to retain their business. The word "retail" comes to the English language from the French verb *retailer*, which means "to cut up." It is a term that alludes to the commercial practise of initially acquiring products in big quantities, and then retailing them to individual customers in smaller amounts. For example, a convenience store might buy cans of beans and tins in quantities of two dozen boxes, but they might choose to only sell the products in quantities of one can at a time.

Retailing is a set of commercial operations that, when combined, raise the value of the goods and services that are supplied for sale to consumers for the personal use of the customers themselves or the customers' families. These customers may purchase these goods and services for their own use or for the use of their families. These consumers could purchase these products and services for their personal use or for the use of their family members. People frequently have the misconception that retailing entails nothing more than the sale of goods to clients inside the confines of physical stores; nevertheless, this line of work also include the sale of services to end users. There are a variety of organisations that participate in retailing activities, despite the fact that they have not been specifically identified as retailers themselves. These organisations are known as grey market retailers. There are a great number of organisations like this one. In order to compete with traditional retailers, a processing company, for example, may choose to enter the retailing movement by selling "seconds" (also known as quality items) at the shop that is adjacent to its assembling activities. This may be done in order to join the retailing movement.

CONCLUSION

As a consequence of this, a scenario arises in which both sides might be considered winners. This is something that will be beneficial to both of the individuals who are affected in some way. It is said that the following businesses are among the most well-known in India; they are either working together to increase their operations in India or have intentions to extend their operations there. In a nutshell, the following companies are commonly considered to be among the most prosperous and well-known in all of India. They are also among the most prominent. This knowledge came from a source that was totally unanticipated at any point in the process. Because of this, there is less motivation for employers to expand education techniques in an effort to make a contribution to higher employee productivity performance, and it may explain a large proportion of

the attitude challenges that are encountered by certain workers. As a consequence of this, there is less motivation for employers to extend education techniques in an attempt to make a contribution to higher employee productivity performance.

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