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# **Agric. Econ. – Czech**

**Singh Lather A.,  
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**Organisational culture:  
A study of selected  
organisations in the  
manufacturing sector  
in the NCR**

Agric. Econ. – Czech, 56 (2010): 349-358

The main objective of the study is to compare the organisational culture of the

selected companies in the manufacturing sector and to identify and measure the perceived organisational culture and its various dimensions. 70 responses to a 4 point scale questionnaire based on the OCTAPACE profile developed by Udai Pareek were obtained from 2 organisations in the NCR. The result shows that the executives and non-executives perceive the culture differently. The study helps in identifying the weaker aspects of culture in terms of values and beliefs that prevail in the organisation. Once the diagnosis of the culture is done to identify how much each item is valued, the management gets an opportunity to work upon the identified weaker aspects, on the basis of the degree of correlation between the various elements of the OCTAPACE profile for developing and maintaining a better organisational culture to achieve the desired performance and to sustain competition in the long run.

**Keywords:**

organisational culture, ethos, OCTAPACE, values

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