

THE EFFECT OF ORGANIZATION CULTURE ON THE MILLENNIAL EMPLOYEES OF POWER SECTOR IN GUJARAT

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ABSTRACT

In India, by taking Hofstede's model of cultural dimension (1984) in reference, the country is viewed as a masculine nation, with a score of 56 on this measurement. India is extremely masculine, as far as visual showcases of progress and power is concerned, which is barely in the middle in the ranking nations, according to the Hofstede's dimensions. In many nations like India, the emphasis is on progress and accomplishments, which is approved by material achievement. Work is the focal point of one's life and achievement in the working environment is vital. The Indian culture values confidence, intensity and desire. Though the organizational culture is the centre point of all the achievements of any professional, people may unconsciously do not accept the organizational imperatives totally, even though they are framed from time to time. Therefore there is a continuous requirement to revolutionize the organization culture with respect to the future demands.

KEYWORDS: Millennial, Organizational Culture, Power Sector, OCTAPACE