Objective of the Research

Following are the objectives set to be achieved by the study:

- To study the role of organization culture in shaping future organization objective, hence establishing relationship between organization culture and organizational performance. (Interdependence of organizational strategy and organizational culture).
- To what extent Organization culture influence organizational capability (Individual and team)
- Role of HRM practices laying foundation of appropriate organizational culture in alignment of organizational strategies.
- To understand and explore employee commitment towards organization due to Organizational culture and HRM practices.
- To understand the deliberate effort towards retaining present employees and attracting talent in organization, thus creating an employer brand.
Hypothesis

The study tries to understand High performance organization culture, and how it creates an employer brand by establishing the relationship between Organizational culture, HRM practices, Organizational performance.

H₁ Organizational culture and HRM practices have considerable influence on employee motivation and employee satisfaction.

H₂ Organizational culture aligned with Business strategy influences HRM strategy in determining organization capability.

H₃ There is positive relationship between Organizational culture/ HRM practices and continuous improvement of organizational performance.

H₄ Organizational culture and HRM practices influence retention and attraction of talent in the organization, while creating an employer brand.