

## Linkage between Organisational Culture & Organisational Performance

Vrushali Shende

Assistant Professor, Sinhgad Institute of Business Administration & Research, Pune, India.

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### ABSTRACT

*The topic of organisational culture is increasingly understood as a company asset that can be used to increase business performance. However, the organisational culture is a very slippery concept to define. This paper focuses on the concept, definition and important measures of organisational culture and also discusses the important studies on this topic. The main objective of the study is to investigate the linkage between organisational culture and organisational performance.*

**KEYWORDS:** Organisation, Culture, Performance, Linkage.

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### ABOUT THE AUTHOR (S)

**Prof. Vrushali Shende** is an Assistant Professor, Sinhgad Institute of Business Administration & Research, Pune, India. She can be reached at [vrusha.r.shende@gmail.com](mailto:vrusha.r.shende@gmail.com).