
Organisational Culture - A Change Orientation in Animation Industry

B. Nagaprasad

General Manager (HR), DQ Entertainment (International) Limited, Hyderabad, India.

CITATION: Nagaprasad, B. (2018), "Organisational Culture - A Change Orientation in Animation Industry", *MERC Global's International Journal of Management*, Vol. 6, Issue 4, pp. 149-160.

ARTICLE HISTORY: Submitted: June 13, 2018, Revision received: July 18, 2018, Accepted: July 25, 2018

ARTICLE TYPE: Research paper

ABSTRACT

Animation being a creative and entertainment industry, the "Prospectors Strategy" would be the right strategy to adopt for any organisation as a long-term objective. But due to the limitations like depending on overseas projects for survival, volatile markets and cost competitions from neighbour countries, most of the Indian Animation Companies follow the "Reactors Strategy" which is dynamic in nature and deals with the situations as they occur and very few Animation Companies follow the "Prospectors Strategy". Most of the Indian Animation Organisations are following the "Reactors Strategy" which is dynamic and normally do not have a unique culture, it would be interesting to study the Organisational Culture with reference to Indian Animation Industry. As it is evident about the success stories of several organisations in this industry with "Prospectors Strategy", a research on the Impact of the Organisational Culture and its contribution to the Organisational Success could answer various questions on how the current challenges of the Animation Industry are being tackled through its work culture. Since organisational culture is a pertinent issue, focused efforts need to be undertaken by business organisations in that direction. This would help in introducing initiatives and designing interventions targeting various employee segments. The research gap emerged in the area of accurately identifying the dimensions and characteristics of the effectiveness of firms in India. But no study had been undertaken to study the role of organisational culture and communication on impacting and organisational effectiveness. Hence, this paper makes an attempt to fill the gap and identifies the various dimensions of promoting an organisational culture in the study area.

KEYWORDS: Organisational culture, Animation, Work culture, Strategy, Organisational design.

REFERENCES

1. Alnawafah, Salameh (2017), "Impact of Empowerment in Jordanian Hotels on Competitive Advantage Achievement", *MERC Global's International Journal of Management*, Vol. 5, Issue 3, pp. 106-114.
2. Connell (2001), "Measuring change and persistence in human affairs", *Journal of Applied Behavioural Science*, Vol. 12, pp. 133-157.
3. Denison (2004), *Organisational change theories: A synthesis*, Thousand Oaks, CA: Sage.
4. Jackson (2005), Understanding organisational change in cultural context, Unpublished doctoral dissertation, University of Nebraska-Lincoln.
5. Kluckhohn and Strodtbeck (1961), "On Studying Organisational Cultures", *Administrative Science Quarterly*, Vol. 24, pp. 570-581.
6. Kralewski (2008), *Understanding and facilitating organisational change in the 21st century*", San Francisco: Jossey-Bass.
7. Lee, Yu (2004), *Managing change and transition*, Boston, MA: Harvard Business School Press.
8. Newstrom, John W. and Keith, Davis (1998), *Organisational Behaviour: Human Behaviour at Work*, New Delhi, Tata McGraw-Hill.
9. Ogbonna, Lord R. G. and Emrich, C. G. (2002), "Thinking outside the box by looking inside the box: The cognitive revolution in leadership research", *Leadership Quarterly*, Vol. 11, pp. 551-579.
10. Schneider (1988), *Corporate Culture and Organisational Effectiveness*, New York: Wiley.

11. Sharma (2000), An examination of an academic library culture using a competing values framework, *Dissertation Abstracts International*, 58, 01A (UMI No. 0014).
12. Sirmon (2004), *Organisational Culture and Leadership*, San Francisco: Jossey-Bass.
13. Smith, P. J. (2002), "Modern" learning methods: Rhetoric and reality – further to Sadler-Smith et al.", *Personnel Review*, Vol. 31(1), pp.103-113
14. Srivastava (2001), "Strategic job analysis", *Human Resource Management*, Vol. 38, pp. 51-64.