

Organizational Culture and Performance: A Perspective of Hofstede and Schein's Cultural Dimension

Abstract

This study aims to investigate the influence of cultural practices and norms on employee performance within the Ready-Made Garments (RMG) sector of Bangladesh, specifically comparing Export Processing Zone (EPZ) and non-EPZ factories. The RMG industry plays a pivotal role in Bangladesh's economy, contributing over 80% of export earnings. However, significant cultural differences exist between EPZ and non-EPZ factories, affecting worker motivation, performance, and productivity. This study will explore how Hofstede's cultural dimensions (power distance, collectivism, uncertainty avoidance) and Schein's organizational culture model (artifacts, espoused values, and underlying assumptions) manifest differently in these settings, impacting organizational behavior. A quantitative research design will be employed, utilizing structured surveys to assess the cultural factors and their effects on job satisfaction, productivity, and compliance with labor standards. The study will focus on employees and supervisors in selected factories, using purposive and snowball sampling techniques to ensure diverse perspectives from both EPZ and non-EPZ factories. The findings will contribute to both theoretical knowledge by integrating two cultural frameworks within the context of Bangladesh's labor-intensive industry, and practical insights that can help policymakers and managers adapt strategies to improve organizational culture, employee satisfaction, and performance. The expected outcomes include empirical evidence on how cultural dimensions affect workplace dynamics in Bangladesh's RMG sector, offering both theoretical advancements and practical applications to foster better workplace environments and performance in both EPZ and non-EPZ factories.