



# **The Role of Organizational Culture in Achieving Corporate Objectives**

## *Evidence from Covenant University, Nigeria*

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**Abstract** – Every organization has set objectives that mark its essence of existence, the achievement or otherwise of these objectives is dynamically subject to the aptitudes, learning, capacity and the fundamental trademark representing the organization. The basic trademark here dives genuinely deep into the continuing piece of the organization: the qualities and convictions administering its individuals. This study aims at examining how the aggregate qualities, convictions and standards of the people in an organization generally affect the organization's ability to meet and surpass its set objectives.

This conceptual paper breaks down the achievement of Covenant University, Nigeria, which in spite of the challenging Nigerian business environment described by absence of foundations, infrastructure, unfavorable government strategies, and high inflation rate, has seen huge development and improvement in the twelve years of presence as displayed by its position as the number one University in Nigeria and 15<sup>th</sup> in West Africa according to the 2015 Webometrics Rankings of Universities. It is observed that the success of the University is as a result of the core values of the organization, which has trickled down from the entrepreneur to every level of management, teaching and non-teaching staff and which is duly enforced on the students of the University.

**Keywords:** Organizational culture, Performance, Core Values, Covenant University, organization Objectives

## 1.0 Introduction

Every organization has a survival objective (Allaire and Firsirotu, 1984; Barnard, 1983; Rice, 1963), what distinguishes organizations is the strategy through which this survival goal is achieved essentially through the maximization of its available resources (Allaire and Firsirotu, 1984). Past organizational studies demonstrate that an organization's human asset is the most vital to its achievement of set goals and objectives (DiVanna and Rogers, 2005; Gabcanova, 2011), it is no big surprise Selznick (1957), Rhenman (1973) and Harrison (1972) equivalent organizations with the identity, needs and, character of its human asset. It is within this context, that organizations are conceived as little societies characterized by social norms and structures, commonly allegorized as organizational culture (Allaire and Firsirotu, 1984; Eldridge and Crombie, 1974).

Organizational culture as characterized by Lundy and Cowling (1996) is "the way we do things here." Organizational culture is the profoundly established qualities and convictions that are shared by members of an organization. Different organizations have varying terms used to collectively refer to the values and beliefs of its members. Most organizations term these guiding principles that dictate behavior and action: Core Values.

This study examines the influence the Core Values of Covenant University has on its performance, utilizing a conceptual approach; it is observed that

these values and beliefs are continuously communicated, monitored, upheld and enforced on all members of the Covenant University community.

Empirical evidence shows that well-built organizational culture that aids its members in performing roles and achieving goals birth effective organizational performance (Sun, 2008).

## 2.0 Literature Review

### 2.1 Organizational Culture defined

Organizational culture as defined by Uttal (1983) is a system of shared values (what is important) and beliefs (how things work) that interact with a company's people, organization structures, and control systems to produce behavioral norms (the way we do things around here). Similarly, Sun (2008) defines organizational culture as the "set of theory" of important values, beliefs, and understandings that members share in common, which help managers to make decision and arrange activities of the organization.

Brown (1995, 1998) delineates organizational culture as the pattern of beliefs, values and learned ways of coping with experience that have developed during the course of an organization's history, and which tend to be manifested in its material arrangements and in the behaviors of its members. Correspondingly, Schein (1985) defines organizational culture as basic assumptions members of an organization poses, which directs their thoughts and actions. Schein further defines organizational culture as a pattern of shared basic assumptions learned by organizational members as

they solve problems of external adaptation and internal integration, which have proved to be valid, and are then taught to new members as the correct way to perceive, think and feel in relation to those problems. Morgan (1986) argues that due to the high role human nature processes play in an organization, it is important that organizations are built around people rather than techniques.

## 2.2 Hofstede's organization culture themes

Hofstede, a pioneer of literature on organizational culture, proposes a four-themed approach to understanding organizational culture (Hofstede et al (1990):

- Culture as a learned entity: This cultural theme goes in line with the definition of organizational culture as “the way we do things around here” or “the way we think about things around here” (Williams et al, 1994; Schein, 1984). In this theme, Hofstede proposes organizational culture as a pattern developed by the members of the organization, which is then transferred to new members.
- Culture as a belief system: Here, organizational culture is viewed as the pattern of shared beliefs and values, that gives members of an institution meaning, and provides them with the rules of behavior in their organization (Davis, 1984; Sun, 2008). As such, organizational culture is viewed as a fundamental guiding belief.
- Culture as a strategy: Bate (1995) argues that culture is a strategic phenomenon and strategy is a culture phenomenon. In that, every

kind of strategy formulation is a cultural activity and all cultural stands should be viewed as strategic decisions (Sun, 2008, Hofstede, 1980)

- Culture as mental programming: Hofstede (1980) argues that organizational culture is defined as the collective programming of the mind, which distinguishes the members of one category of people from another. Standing on Hofstede's argument, Brown (1988) proposes that values form the core of culture, and are intimately connected with moral and ethical codes, thereby defining “likes” and “dislikes” for members in an organization.

## 2.3 Organizational Culture and Performance

In asserting the influence organizational culture has on performance, it is imperative to understand that while some cultures are strictly enforced in some organizations, other organizations do not acknowledge the presence of organizational culture (Denison and Mishra, 1995 Johnson, 1966; Allaire and Firsirotu, 1984). To effectively examine a relationship between organizational culture and performance, it is important to understand the traits of organizational culture, which form the basis in which managers maximize the influence of organizational culture on performance. In a study of the natural traits of organizational culture, Denison and Mishar (1995) establish four traits of organizational culture:

- The involvement and adaptability traits which serve as indicator of flexibility, openness and responsiveness and;

- The consistency and mission traits, which serve as indicators of integration, direction and vision, and are usually better predictors of the profitability of an organization (Denison and Mishra, 1995).

Collectively and individually, each of the four traits of organizational culture are significant predictors of other effectiveness criteria such as quality, employee satisfaction, and over-all performance (Denison and Mishra, 1995), and as such the level to which an organization's performance is influenced by its culture will hugely rely on the organization's culture mix of traits.

In line with the relationship between organizational culture and performance, Brown (1995) posits that organizational culture is a powerful tool for improving business performance, as it can be harnessed as a competitive advantage against the company's competitors, as seen in Hewlett-Packard, IBM and Covenant University. Some benefits of organizational culture as highlighted by Hellriegel et al (2001) is its potential to enhance organizational performance, individual satisfaction, problems solving etc, especially without much supervision, as the members of the organization always know what is expected of them at all times (Sun, 2008). Martins and Terblanche (2003) stressed the following functions of organizational culture on the different processes in an organization:

- Organizational culture creates a feeling of identity among members of an organization.
- Organizational culture creates a competitive edge to enable the new members of an organization understand acceptable behavior and

social system stability (Martins, 2000).

Deal and Kennedy (1982) advocate that organizational development and organizational culture should be effectively monitored in organizations if the members of an organization are expected to perform maximally.

Campbell and Stonehouse (1999) additionally emphasized on the high influence organizational culture has on employee motivation, employee morale and 'goodwill', employee productivity and efficiency, the quality of work of employees, attitude of employees in the work place and, innovation and creativity in the organization.

Sun (2008) posits that organizational culture can be a tool of a management control, where managers use selected rites, stories, symbols and common values to control and direct employee behavior, thereby building commitment to the organization and its goals.

### 3.0 Case Study and Analysis

Through observation of the Covenant University community and data from the University's website, this paper adopted a review approach, by analyzing how the organizational culture of Covenant university (case study) has impacted on the performance of the organization.

#### 3.1 Background Study of Covenant University Core Values

Covenant University (CU) is the fastest growing University in Nigeria, founded in 2002, with about 1500 students, today, the University is rated the number one University in West Africa (Webometrics, 2015). Founded by entrepreneur Bishop David Oyedepo, of the Living faith church worldwide, the University is built on a religious

foundation, as such its mission statement, vision and core values are largely established on Christian norms.

The organizational culture of the University is contained in its seven Core Values, which are Spirituality, Possibility Mentality, Capacity Building, Integrity, Responsibility, Diligence and Sacrifice:

The Core Values

- **Spirituality:** This is known as the most vital center quality in the University. All other center qualities ride, discover expression and are established in Spirituality in the University. Spirituality in CU is guaranteeing that the apprehension of God is engraved into the life of each member of the institution, especially the students. Acknowledging that God is the center of their existence.
- **Possibility Mentality:** Impossibility is not in the word reference of CU. It is not anticipated that of any individual would say, "I can't". CU shows and urges each person to assimilate a possibility mentality. In CU's words, it is the mental picture you have that characterizes your genuine future.
- **Capacity Building:** This spotlights on the physical way of each person, understudy and staff alike, to add to their God given expertise, abilities and blessings. It is trusted that an absence of ability can render and swing dreams to stares off into space. Capacity building in CU context is, possessing the ability to deliver in a given task even though you were not enabled to deliver. This is the reason CU is submitted in giving empowering environment to both understudies and staff needing to

create themselves through quest for scholarly incredibility to complete their aspirations.

- **Integrity:** In the journey to recapture the pride of people in Nigeria and Africa everywhere, trustworthiness was made a center esteem that each individual must assimilate. As it is normally said, honesty is making the best choice when nobody is viewing.
- **Responsibility:** Covenant University shows and urges each person to have an awareness of other's expectations. This implies that everybody ought to react to issues as requested and not as advantageous.
- **Diligence:** It is believed in CU that every greater leader is a hard worker and every hard worker is a potential great leader. Diligence in the CU context is going the extra mile to get work done. In CU people are working 24/7 as demanded, there is no closing time. It is expected of all students and staff to be hard workers as this is been celebrated.
- **Sacrifice:** It is believed that sacrifice is the greatest price to pay to be an outstanding leader. It is believed in CU that you cannot lead a course without giving it what it takes. A popular saying in CU is that "there is no star without a scar". The scar is the price you pay to make a maximum impact

### 3.3 Performance

The Covenant University Core Values gives the stage to its procedures to accomplish the University's craved objective. It is in this vehicle that each person in the University's group is required to ride on to accomplish both the University's and singular's dreams and objectives. It was observed that the center qualities implanted in the

University has made it a novel establishment, making the University move at a quick pace contending positively with different Universities in Nigeria and Africa as a whole. The University in 2015 Webometrics ranking, positioned number one in Nigeria, and West Africa, this is seen as a positive measure for performance.

### **3.4 Influence of organizational culture on employees and students**

Members of the University, students and staff alike, have adopted the core values into their way of conducting activities in the University. It is observed that the University adopts a “no nonsense” approach to ensuring the organizational culture is fully followed by its members. Benching on the diligence core value, it is observed that the University provides all the necessary resources needed by its members to duly honour the core values, and in the situation where a member breaches any of the core values, the university shows the individual the way out. This has a positive effect on the productivity of its members, as staff and students alike know that there is a set standard of behaving and achieving goals, and once that minimum is not met, they know there is an “outing” penalty.

The ability of CU to be able to articulate, adopt and share its vision across all levels of individuals, students and staff alike, is the major approach for increasing and maintaining the pace at which it is currently moving in transforming the mindset of the University’s total community. Evidence shows that the organizational culture of Covenant University has a positive effect on employee motivation, employee morale and ‘goodwill’,

employee productivity and efficiency, the quality of work of employees, attitude of employees in the work place and, innovation and creativity in the organization. Even so, the students perform better with very minimum distraction, knowing that the University expects them to either adopt the community’s core values of spirituality and diligence especially or face the risk of leaving the system.

### **4.0 Conclusion**

In accordance with Schein's (1985) meaning of organizational culture as a pattern of shared basic assumptions learned by organizational members as they solve problems of external adaptation and internal integration, which have provided to be valid, and as such taught to new members as the correct way to perceive, think and feel in relation to possible future problems. It is important to understand that in most instances, organizational culture is developed by the entrepreneur, and is in the early state of the organization pushed by the entrepreneur. To this extent, the degree to which members of an organization are able to effectively imbibe the culture of an organization is triggered by the competency of the entrepreneur (entrepreneurial competency). In line with Schein’s definition, the chancellor has enforced these core values on members of the Covenant University community, and no doubt, imbibing the values and beliefs have brought success to the University, as seen in the 2015 Webometrics ranking where the University is ranked the no 1 university in Nigeria and West Africa in just 12 years of existence.

It is imperative for managers to know that for an organization’s culture to be

well implemented and result in success, there must be an alignment between organization's culture, its structure, goals and processes which occur as a result of internal or external pressures on the organization, as such dis-

synchronization between the cultural and structural components of an organization is thought to be a harbinger of decay or revolutionary potential.

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