

ROLE OF EMPLOYEES INVOLVEMENT WORK CULTURE TOWARDS FINANCIAL PERFORMANCE OF ORGANIZATION: A COMPARATIVE STUDY BETWEEN WESTERN AND ASIAN MARKETS

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ABSTRACT

Getting objectives of the organization are a major concern of every enterprise. Mostly, success of enterprises is measure whether the organization meets their set objectives or not. Although numerous factors determine success or failure of the enterprises, among them, employee involvement culture is one major factor established by several literature worldwide. Hence, this paper highlighted on employee involvement culture and its consequence to the financial performance of the enterprises both in Asian and European markets. In order to explore these consequences, a wide range of comparative study between Nepal and Bulgaria is designed. A detailed study between successful/unsuccessful enterprises of Nepal and a general enterprise (mix up result) of Bulgaria are a major part of the study area. The study, designed with three independent variables empowerment, team orientation and capability development that analyzed interrelationship between financial performance and involvement culture adopted by the enterprises. The result revealed involvement, cultural is a universal trait that has a significant association with the performance of the enterprises. The result shows higher the degree of involvement culture consequence to a higher level of financial performance for both Asian and European markets. The evidence interpreted by correlation, chi-square, descriptive statistics scattered diagram which justify lack of involvement culture unsuccessful enterprises are a failure.

KEYWORDS: *Employees' Involvement, Employee Culture, and Performance*

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