Effect of organizational role stress on organizational culture: an empirical evidence from service-sector

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Abstract
Service sector is dominantly the largest sector in India and to maintain the current position of Rank 11 in the World Service Sector, Organizational culture of every Indian organization plays a very critical and crucial role. It determines the Accelerated or retardate growth of the organization. Culture acts as an invisible adhesive that holds values, technology adoption, working parameters intact which are the essence of organization's existence. The main contributors towards inducing organization role stress are Job and its dimensions, social factors and intra-psychic factors. The roles in organizations most of the time defined by the expectations of role senders, which maximum times stand parallel to individual expectations, capacities and even skill sets. This leads to stress and if these problems are not resolved at right time, pace and by right individual, it starts hindering individual as well as organizational effectiveness. The objective of the study was to examine the impact of Organizational Role Stress on OCTAPACE Culture and recommend proper interventions to stake holders for reducing the organizational role stress and make better OCTAPACE Culture in the service sector.

The present study was conducted on 474 employees of organized Retail and Telecom service sectors randomly drawn using questionnaire method. The result obtained indicates that the employees were experiencing moderate level of OCTAPACE culture and component includes Openness and Risk taking, Confrontation, Pro-action, Collaboration and Experimentation. Organizational role stress were also found to be at moderate level but the dominant stressors but in certain factors like Role erosion, Personal Inadequacy, Role expectation conflict and self-role distance were found a bit high. Significant difference was also observed on few demographic variables also. It was further explored and found that there is significant negative correlation exists between OCTAPACE culture and Organizational role stress.