EFFECT OF GROUP BEHAVIOR AND GROUP DYNAMICS IN WORK CULTURE OF ORGANIZATION

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ABSTRACT
Group process is followed in an organization. Group process understands how an organization’s members work together and did the things. By developing a group process organizations can successfully develop confidence, enhances skills and make friends. A group is an important subsystem in any organization. However working in a group is not always a pleasant job. A group is any collection of individuals who have mutually dependent relationships. The different group offer different attractions and benefits to their members. The most common reasons for joining a group is related to need for security esteem affiliation, power, identity and task functions. Organizations normally form groups to accomplish tasks given to their taskforce. However a member of a work group may unintentionally cash various benefits that are independent of the original group construct. Organizational culture may affect employees' identification with an organization.

KEY WORDS: Group process enhances skills, dependent relationship, organizational culture.

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