



RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND ORGANIZATIONAL
COMMITMENT: THE STUDY OF MALAYSIA NASIONAL NEWS AGENCY (BERNAMA)

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“DECLARATION OF ORIGINAL WORK”

I SITI NUR KHAIRIYAH BT ABDUL RAZAK,

Hereby, declare that,

- This work has not previously been accepted in substance in any degree or any other degrees
- This project paper is the result of my dependent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

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ABSTRACT

Research has suggested that understanding organization culture as a management philosophy is essential to managing an organization in improving its overall performance. Using questionnaire survey, this study examines the influence of organization culture on organizational commitment towards the Bernama staff.

Specifically, this study examines four dimensions of organization culture, namely training and development, rewards and recognition, teamwork, and organization communication on employees' commitment towards the organization. That's all four dimensions as independent variable as stated on theoretical framework. From three types of commitment- *Normative*, *Affective* and *Continuance* commitment, this study only cover the continuance commitment as dependent variable. One hundred and nineteen respondents from a Malaysia National News Agency (Bernama) listed of staff participated in the survey. The results show that all dimensions of organization culture which stated in literature review are important determinants in motivating and influence the employees to be committed to their organization. The findings implicate that an organization needs to be aware of the importance of these dimensions in providing a favorable working environment to its employees in attaining their full commitment for organizational success. However, training and development and rewards and recognition show insignificant compare with the other two independent variable that shows a significant relationship in this study.

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