



BUILDING A HIGH-PERFORMANCE CULTURE WITH SPECIAL REFERENCE TO NIYA TECHNOLOGIES, COIMBATORE.

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ABSTRACT

Niya Technologies, incorporated on August 13, 2022, operates in the services sector, specifically in human resources provision and the management of human resources functions. Classified as a Micro enterprise as of October 20, 2022, and falling under the Social Category of OBC, Niya Technologies is engaged in information service activities. The National Industry Classification (NIC) categorizes its activities under 2-digit NIC, 4-digit NIC, and 5-digit NIC, specifying its involvement in other information service activities not elsewhere classified. The company shares similarities with organizations such as Riscshield Technologies Private Limited, Suvin Advisors Private Limited, and Acumen Technologies Private Limited. The industry context suggests that Niya Technologies plays a role in providing advanced research and information services. This information provides a snapshot of Niya Technologies' profile, its industry classification, and its positioning within the realm of information services.

Keywords: Human Resources Provision and Management, Information Services, Other Information Service Activities

1.1. Introduction about the study

Niya Technologies, a dynamic player in the services sector, has etched its presence as a Micro enterprise since its incorporation on August 13, 2022. Specializing in the niche of human resources provision and the adept management of HR functions, Niya Technologies stands out in its commitment to excellence. Positioned within the social category of OBC, the company is emblematic of inclusivity and diversity in its operations. As of October 20, 2022, its classification as a Micro enterprise underscores its agility and adaptability in the ever-evolving business landscape.

In the intricate tapestry of industries, Niya Technologies finds its canvas in information service activities. The National Industry Classification (NIC) delineates its involvement in this sector, providing a structured framework for understanding the depth of its contributions. The NIC further refines this categorization into 2-digit, 4-digit, and 5-digit classifications, offering a nuanced perspective on the spectrum of activities undertaken by Niya Technologies. Notably, the company is engaged in other information service activities not elsewhere classified, indicating a versatility that extends beyond conventional boundaries.

Niya Technologies shares common ground with peer organizations, such as Riscshield Technologies Private Limited, Suvin Advisors Private Limited, and Acumen Technologies



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Private Limited. This suggests a network of entities within the industry, potentially fostering collaboration, competition, or shared objectives. The similarities observed might reflect shared challenges and opportunities that resonate across the sector. In this juxtaposition, Niya Technologies emerges as a distinctive entity, navigating its path with a unique combination of strategies and values.

Beyond the confines of its industry peers, Niya Technologies plays a pivotal role in the broader landscape of information services. Its incorporation date and subsequent evolution as a Micro enterprise underscore a journey characterized by growth, adaptability, and strategic acumen. The OBC social category alignment accentuates the company's commitment to diversity and inclusivity, reflective of a broader societal context that values equal opportunities and representation.

The heartbeat of Niya Technologies lies in its dedication to human resources provision and management functions. This specialization positions the company at the intersection of talent acquisition, workforce optimization, and organizational development. In an era where human capital is increasingly recognized as a strategic asset, Niya Technologies' focus on HR services places it in a key role as an enabler of organizational success.

The intricate dance between classification and function, as elucidated by the NIC, provides a nuanced understanding of Niya Technologies' activities. By being involved in other information service activities not elsewhere classified, the company exhibits a versatility that allows it to adapt to evolving industry landscapes. This adaptability is likely a cornerstone of its success, enabling it to navigate a dynamic market with resilience and innovation.

Niya Technologies' alignment with organizations like Riscshield Technologies Private Limited and Suvin Advisors Private Limited hints at a shared ecosystem. Whether through collaborative initiatives, industry events, or market dynamics, these connections underscore the interconnectedness of businesses within the information services sector. Understanding these relationships can offer insights into potential synergies, competitive landscapes, and emerging trends that shape the trajectory of companies in this space.

In the broader context of information services, Niya Technologies assumes a role beyond its immediate operational scope. It contributes to the advancement of the industry, potentially driving innovation, setting standards, or responding to emerging challenges. The company's positioning within this sector implies a commitment to staying abreast of technological advancements, market trends, and the evolving needs of its clientele.

As an entity that navigates the terrain of human resources provision and management, Niya Technologies becomes a strategic partner for businesses seeking to optimize their workforce. In an era where talent is a critical differentiator, the company's role extends beyond transactional HR functions to encompass strategic workforce planning, talent acquisition, and employee engagement. This places Niya Technologies at the forefront of shaping organizational cultures and contributing to the success of its client enterprises.

The date of incorporation serves as a milestone in Niya Technologies' narrative. Since August 13, 2022, the company has evolved, adapted, and, undoubtedly, faced challenges inherent in the early stages of its journey. This timeline encapsulates the spirit of entrepreneurship, where each day brings new opportunities for growth, learning, and innovation. The subsequent classification as a Micro enterprise suggests a business model that thrives on agility, nimbleness, and an entrepreneurial mindset.



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The social category alignment of OBC adds a layer of significance to Niya Technologies' identity. It positions the company within the framework of social diversity, emphasizing the value of equal opportunities and representation. This alignment signals a commitment to fostering an inclusive workplace culture, which, in turn, can contribute to a vibrant and dynamic organizational environment.

In the intricate mosaic of the National Industry Classification, Niya Technologies finds its place in information service activities. This broad categorization is a testament to the diverse range of services the company offers within the information landscape. The finer classifications provide a granular view, allowing stakeholders to discern the specific areas of focus and expertise that define Niya Technologies' contribution to the industry.

The classification of Niya Technologies as a Micro enterprise is a strategic marker. In a landscape where businesses span the spectrum from micro to large enterprises, this classification speaks to the company's size, scale, and approach to business. Micro enterprises are often characterized by their flexibility, quick decision-making processes, and ability to adapt swiftly to market dynamics. Niya Technologies, as a Micro enterprise, embodies these characteristics, positioning itself as a responsive player in the information services arena.

The connections between Niya Technologies and peer organizations such as Riscshield Technologies Private Limited and Suvin Advisors Private Limited offer a glimpse into the collaborative dynamics of the industry. Whether through partnerships, shared initiatives, or market competition, these connections contribute to the ecosystem within which Niya Technologies operates. Analyzing these relationships provides valuable insights into the competitive landscape, potential areas of collaboration, and the overall health of the industry.

As Niya Technologies positions itself in the broader spectrum of information services, its role extends beyond day-to-day operations. The company becomes a contributor to the collective advancement of the industry. This may involve participating in industry forums, adopting best practices, or even spearheading innovations that have ripple effects across the sector. Understanding this broader impact is crucial for stakeholders seeking to gauge the long-term sustainability and influence of Niya Technologies within the information services domain.

In the realm of human resources provision and management, Niya Technologies assumes a strategic significance. As organizations grapple with the challenges of talent acquisition, retention, and development, the services offered by Niya Technologies become integral to their success. The company's expertise in HR functions positions it as a trusted partner for businesses navigating the complexities of workforce management. This strategic role aligns with broader trends where human capital is increasingly recognized as a linchpin for organizational success.

The incorporation date, October 20, 2022, serves as a landmark in Niya Technologies' journey. This date marks the formal entry of the company into the business landscape, signifying the beginning of its story. The subsequent classification as a Micro enterprise speaks to the company's early stages of development, where resilience, adaptability, and a keen understanding of market dynamics become crucial for growth. The early years of a business often shape its ethos, culture, and trajectory, setting the stage for future milestones and achievements.

The social category alignment of OBC brings a societal dimension to Niya Technologies' identity. Operating within the framework of OBC signifies a commitment to social diversity



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and inclusion. This alignment suggests a conscious effort to create a workplace that values individuals from diverse backgrounds, fostering an environment where talent and ideas can thrive regardless of societal categorizations. In a global business landscape that increasingly recognizes the importance of diversity, Niya Technologies' OBC alignment positions it as an advocate for inclusive practices.

The National Industry Classification (NIC) serves as a compass, guiding stakeholders through the landscape of Niya Technologies' activities. Categorized under information service activities, the company's scope encompasses a broad range of services within the information domain. The 2-digit, 4-digit, and 5-digit NIC classifications offer a layered understanding, allowing for a detailed exploration of Niya Technologies' specific contributions to the information services sector. This classification provides a roadmap for stakeholders seeking to navigate the intricacies of the company's operations.

Niya Technologies' resonance with organizations like Riscshield Technologies Private Limited and Suvin Advisors Private Limited reveals the interconnected nature of the information services industry. Whether through shared markets, common clients, or collaborative initiatives, these connections underscore the dynamic ecosystem within which Niya Technologies operates. Analyzing these similarities offers valuable insights into potential areas of collaboration, industry trends, and competitive dynamics that shape the trajectory of companies in this space.

In the broader canvas of information services, Niya Technologies assumes a role that extends beyond its individual operations. As a contributor to the collective advancement of the industry, the company becomes a participant in shaping its future. This may involve adopting best practices, driving innovation, or even influencing industry standards. Understanding Niya Technologies' position within this larger context is essential for stakeholders seeking to assess the company's long-term impact and sustainability.

Niya Technologies' focus on human resources provision and management places it at the intersection of talent and organizational success. In an era where attracting and retaining top talent is a strategic imperative, the company's role becomes pivotal. Beyond the transactional aspects of HR, Niya Technologies likely plays a strategic role in workforce planning, talent acquisition, and employee engagement. This aligns with broader industry trends where human capital is increasingly recognized as a key driver of competitive advantage.

The incorporation date, August 13, 2022, signifies the genesis of Niya Technologies' corporate journey. Since that moment, the company has navigated the intricacies of the business landscape, adapting to challenges and leveraging opportunities. The early years of a business are often characterized by resilience, learning, and strategic evolution. Niya Technologies' journey from its inception to its classification as a Micro enterprise on October 20, 2022, reflects a narrative shaped by entrepreneurship, vision, and a commitment to excellence.

The alignment with the social category of OBC adds a layer of meaning to Niya Technologies' corporate identity. Operating within the framework of OBC signals a commitment to social inclusivity and diversity. This alignment suggests a conscious effort to foster a workplace culture that values individuals from diverse backgrounds, recognizing the richness that diverse perspectives bring to organizational success. In a global business



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environment that increasingly values diversity and inclusion, Niya Technologies' alignment with the OBC category positions it as a proponent of inclusive practices.

The National Industry Classification (NIC) serves as a key to deciphering the landscape of Niya Technologies' activities. Categorized under information service activities, the company operates within a dynamic sector that encompasses a wide range of services. The 2-digit, 4-digit, and 5-digit NIC classifications offer a granular understanding of the specific activities undertaken by Niya Technologies within the broader realm of information services. This classification provides a roadmap for stakeholders seeking to comprehend the nuances of the company's contributions to the industry.

Niya Technologies' connections with organizations such as Riscshield Technologies Private Limited and Suvin Advisors Private Limited underscore the collaborative dynamics within the information services sector. These connections may manifest in various forms, including shared clients, joint initiatives, or competitive engagements. Analyzing these relationships offers valuable insights into the competitive landscape, potential areas of collaboration, and the overall health of the industry. Understanding the collaborative network within which Niya Technologies operates is crucial for stakeholders seeking to navigate the complexities of the information services domain.

In the expansive landscape of information services, Niya Technologies assumes a role that transcends its individual operations. As a contributor to the collective progress of the industry, the company plays a part in shaping its trajectory. This may involve adopting innovative practices, influencing industry standards, or even spearheading initiatives that redefine the sector. Recognizing Niya Technologies' position within this larger narrative is essential for stakeholders seeking to evaluate the company's long-term impact and its role in shaping the future of information services.

In the specialized realm of human resources provision and management, Niya Technologies emerges as a strategic partner for organizations navigating the complexities of workforce dynamics. The company's focus extends beyond transactional HR functions to encompass strategic talent management, workforce optimization, and organizational development. In an era where human capital is a key differentiator, Niya Technologies' expertise in HR services positions it as a catalyst for organizational success. The company's role in shaping organizational cultures, fostering employee engagement, and contributing to workforce optimization aligns with broader trends emphasizing the strategic importance of human capital in contemporary business environments.

The incorporation date of August 13, 2022, signifies a pivotal moment in Niya Technologies' corporate journey. From its inception, the company has charted a course through the intricacies of the business landscape, adapting to market dynamics and honing its competitive edge. The early years of a business are often characterized by resilience, learning, and strategic evolution. Niya Technologies' journey from its founding to its classification as a Micro enterprise on October 20, 2022, reflects a narrative shaped by entrepreneurship, vision, and a commitment to excellence.

The alignment with the OBC social category adds a layer of meaning to Niya Technologies' corporate identity. Operating within the framework of OBC signals a commitment to social inclusivity and diversity. This alignment suggests a conscious effort to foster a workplace culture that values individuals from diverse backgrounds, recognizing the richness that



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2. Review of literature

Forbes (2022), "Six Ways To Build A High-Performing Organizational Culture"

Explanation: Forbes outlines six actionable steps for building a high-performing culture. These include recognizing employee efforts, giving employees a voice, modeling the mission, fostering connections, focusing on learning, and hiring with culture in mind.

Lattice (2022), "High-Performance Culture: What It Is and How to Create It"

Explanation: Lattice provides a practical guide to understanding and building a high-performance culture. Key elements discussed include clear values, effective communication, performance management, and career development opportunities.

Uwe Böckenholt and Wilfried Hax (2020), "High-Performance Work Systems: The Design and Development of Work Systems That Enhance Employee Well-being and Organizational Effectiveness"

Explanation: Böckenholt and Hax propose a comprehensive framework for building high-performance work systems, emphasizing the enhancement of employee well-being and organizational effectiveness. The authors delve into key components such as autonomy, feedback, learning opportunities, and social support.

Amy C. Edmondson, Ottawa University (2020), "Five Key Elements to Creating a High-Performance Culture"



Explanation: This article from Ottawa University outlines five key elements for building a high-performance culture, including clarifying and communicating values, reinforcing positive behavior, encouraging open communication, empowering employees, and collecting feedback.

Google (2020), "Re:Work Guide to Reinventing Productivity Through Technology"

Explanation: Google's guide explores how technology can support building a high-performance culture by enabling collaboration, communication, and knowledge sharing. It offers practical tips and strategies for maximizing the impact of technology in the workplace.

3. Research methodology

Research methodology is a process used to gathering information and data for the purpose of making business decision. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

Research design

A research design serves as a plan or structure for carrying out a study. A research design is a strategy for solving your research question. A method for carrying out that goal is a research methodology. While methodologies and research design differ, they have a close connection because effective research design ensures that the information you gather will enable you to tackle your research topic more effectively.

Descriptive research design

Descriptive research includes surveys and fact finding enquires of various kind. The primary goal of descriptive research is to provide a descriptive account of the current state of affairs. This technique's primary feature is that the researcher reports only what is occurring and has no control over the variables. Descriptiveresearch is pre-planning and structured. Large proportional samples are typically used to support it.

Sample design

A sample design is a necessary step in getting a sample gathered from a specific population. It speaks to the method or process the researcher would use to choose the items for the sample, or, more specifically, the sample size. The same design is chosen before data collection. There are many sample designs from which a researcher can choose.

Sampling method

A sampling method is a procedure for selecting sample members from a population. There are two types of sampling methods.

Probability sampling method

Non – Probability sampling method

Probability sampling method

Probability sampling techniques are those for selecting samples from a finite population in which every possible sample combination has an equal chance of being chosen and every item in the population has an equal chance of being included in the sample. In this study use a simple random sample. A simple random sample is a subset of a statistical population in which every member has an equal chance of being selected. There are no limitations on sample selection in this method of sample selection. In order to give every population unit an equal chance of being represented in the sample.



Sample size

The sample size for this research is 92 employees on Niya Technologies

Sources of data

Data refers to information or facts. It includes numerical figures, qualitative and quantitative information. There are two types of data collection method.

They are

1. Primary data
2. Secondary data

Primary data

A primary data is a data which is collected for the first time for a particular interest to collect more information. In this study the primary data was collected through questionnaire.

Secondary data

Secondary data consists of information that already exists somewhere have been collected for some other purpose. In this study secondary data was collected from company website, magazines, journals and books.

Statistical tools used for analysis

The following are the tools used by the researcher to interpret the data and to provide conclusion for the study.

1. Percentage Analysis
2. Chi-square Analysis

Percentage analysis

Percentage refers to a statistical kind of ration. It is used for making comparison between two or more series of data. Percentage is used to describe relationship among the number of respondents and Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Percentage respondent} = \text{no of respondents} / \text{total no of respondents} \times 100$$

Chi-square analysis

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it can be used to determine if categorical data shows dependency or the two classifications are independent. Chi-Square Test: Explanation, Null & Alternative Hypotheses, and Formula. The Chi-Square test is a statistical test used to determine the association between two categorical variables. It compares the observed frequencies of data with the expected frequencies under the assumption of no association (null hypothesis).

$$X^2 = \sum (O-E)^2 / E$$

Were;

χ^2 is the Chi-Square statistic

O is the observed frequency

E is the expected frequency

Σ is the sum across

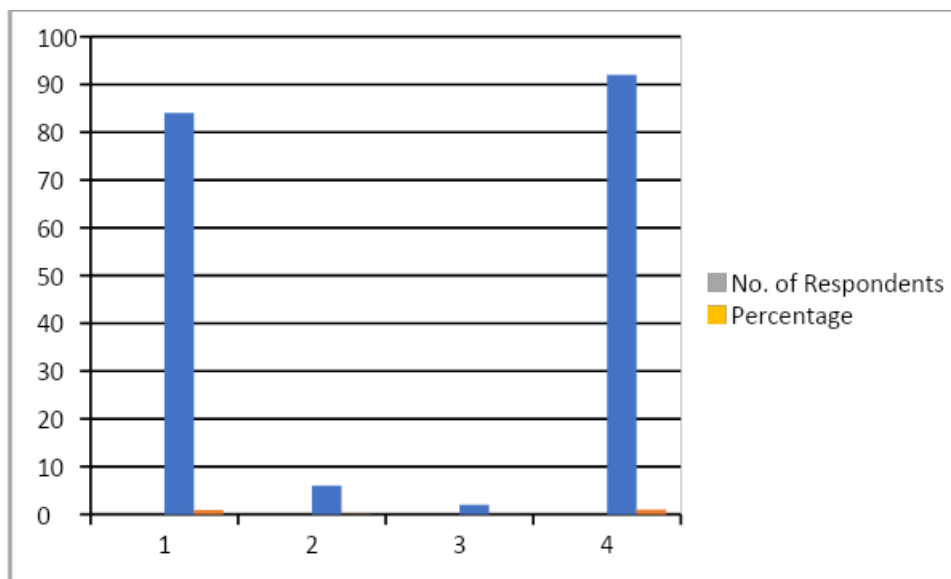


4. Percentage Analysis

4.1. Age group of the respondents

Age Groups	No. of Respondents	Percentage
20 to 30	84	91.3%
30 to 40	6	6.5%
40 to 50	2	2.2%
Total	92	100%

Source: primary data



Source: primary data

Interpretation

As per the table no.4.1, The survey findings, based on responses from a total of 92 participants, highlight a notable concentration within the 20 to 30 age group, comprising an overwhelming 91.3% of the respondents. This dominance suggests a strong presence of young adults in the surveyed population. In contrast, individuals aged 30 to 40 constitute a smaller but still significant 6.5%, while those between 40 and 50 years old represent the smallest portion at 2.2%. The data underscores a clear skew towards a younger demographic, potentially influencing the survey's insights and outcomes.

4.2. Gender of the respondents

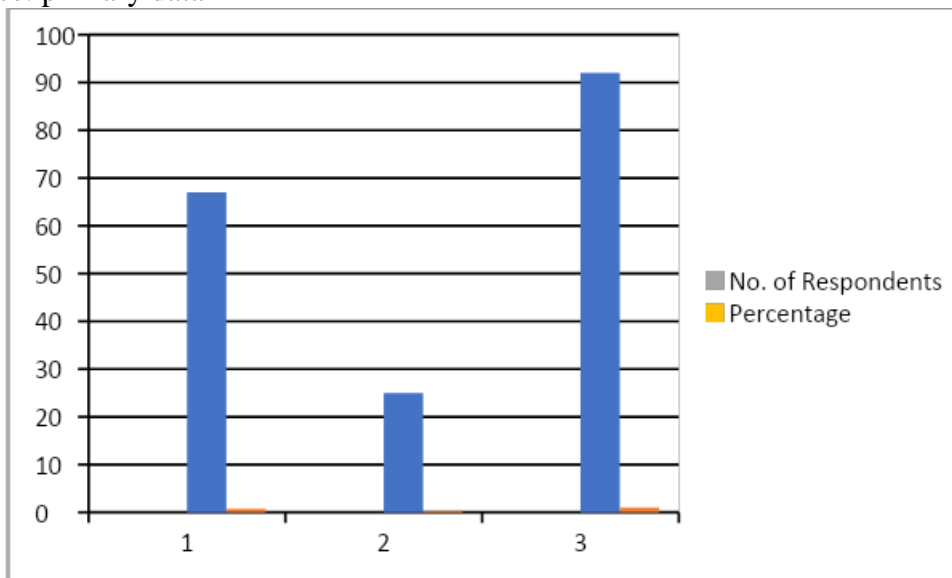
Gender	No. of Respondents	Percentage
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Male	67	72.8%
Female	25	27.2%
Total	92	100%

Source: primary data



Source: primary data

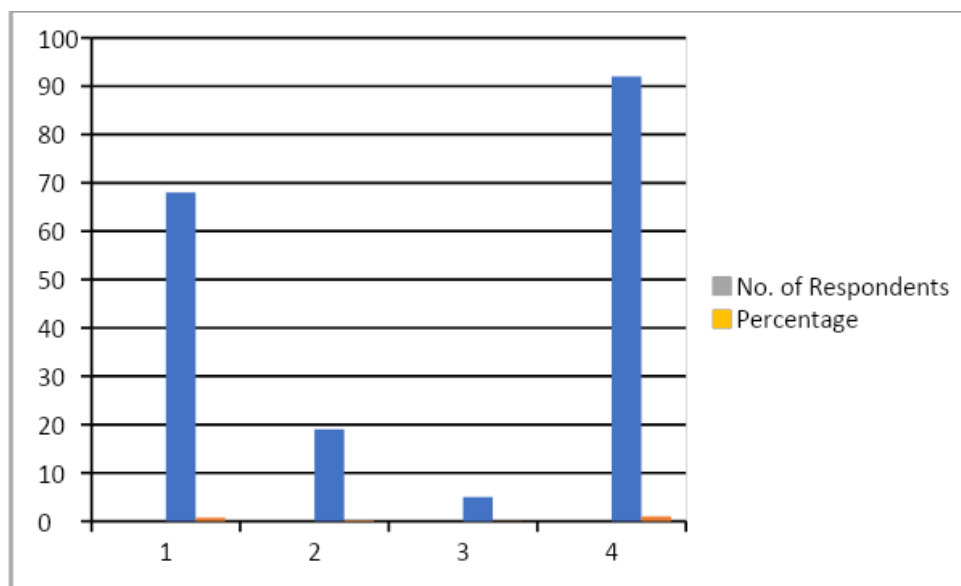
Interpretation

As per the table no.4.2, the survey reflects a gender breakdown with 72.8% of respondents identifying as male and 27.2% as female. This indicates a notable overrepresentation of male participants in the survey.

4.3. Qualification of the respondents

Qualification	No. of Respondents	Percentage
Post Graduation	68	73.9%
Under Graduation	19	20.7%
12 th Standard	5	5.4%
Total	92	100%

Source: primary data



Source: primary data

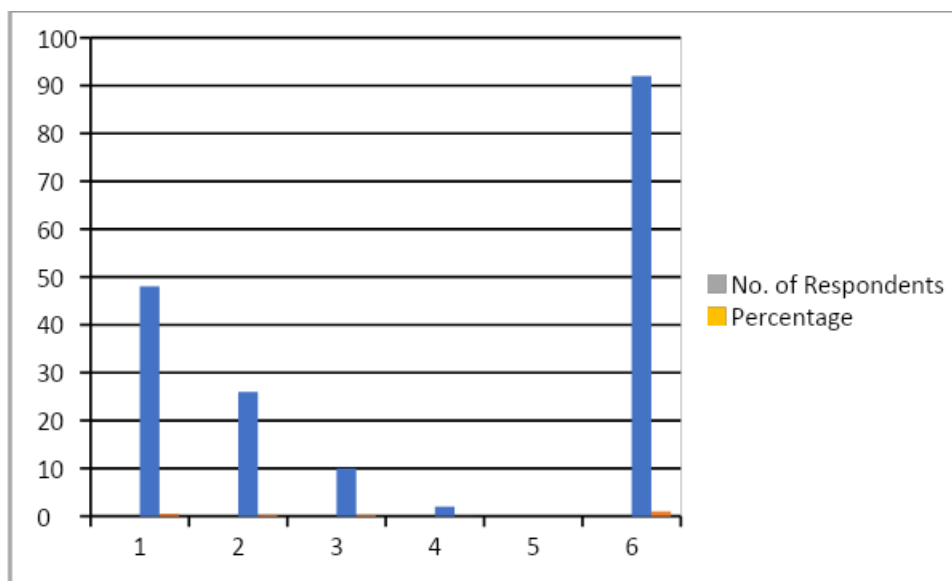
Interpretation

As per the table no.4.3, the survey encompassed 92 participants, revealing a distribution of educational qualifications. A significant majority, 73.9%, held post-graduate degrees, while 20.7% had completed undergraduate education. A smaller segment, 5.4%, possessed a qualification at the 12th standard level. The data emphasizes a prevalent presence of post-graduates among the respondents, offering insights into the educational diversity within the surveyed group.

4.4. Respondents opinion about How satisfied are you with the responsiveness and support provided by Niya Technologies' customer service team?

Opinion	No. of Respondents	Percentage
Very satisfied	48	52.2%
Satisfied	26	28.3%
Neutral	10	27.4%
Dissatisfied	2	2.2%
Very dissatisfied	0	0%
Total	92	100%

Source: primary data



Source: primary data

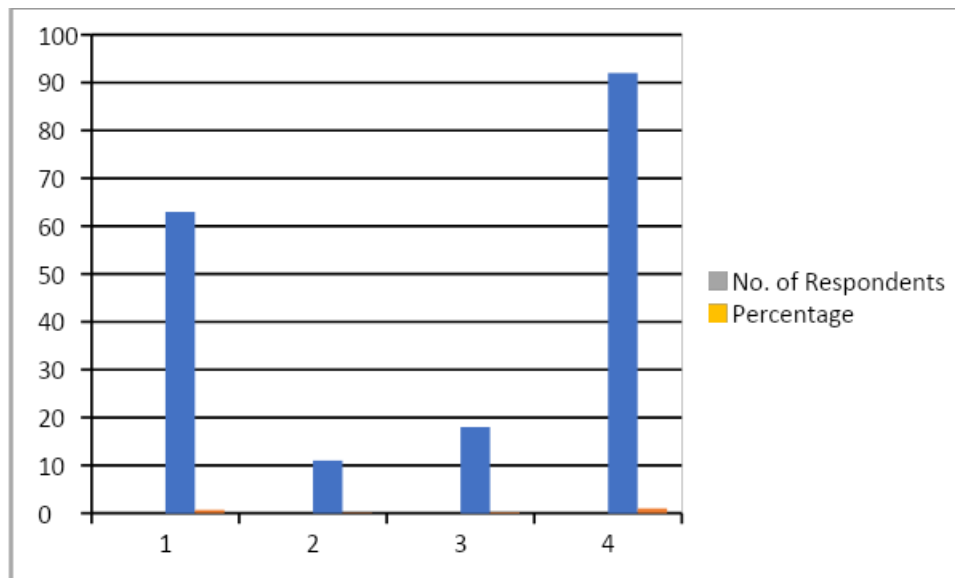
Interpretation

As per the table no.4.4, the survey, involving 92 participants, reveals positive sentiments overall. A substantial 52.2% expressed being very satisfied, while 28.3% reported satisfaction. About 27.4% remained neutral, and only a minimal 2.2% expressed dissatisfaction, with no respondents indicating being very dissatisfied.

4.5. Respondents opinion about Have you noticed any positive changes in the efficiency and effectiveness of services provided by Niya Technologies over the past six months?

Opinion	No. of Respondents	Percentage
Yes	63	68.5%
No	11	12%
Maybe	18	19.6%
Total	92	100%

Source: primary data



Source: primary data

Interpretation

As per the table no.4.5, the survey, with responses from 92 participants, indicates a predominantly positive sentiment, as 68.5% expressed a favorable opinion with a "Yes." Conversely, 12% held a negative view with a "No," while 19.6% remained undecided or neutral, answering with a "Maybe."

Chi square analysis

To test relationship between respondent gender and respondent opinion about what is the primary focus of service pluz's company culture?

Here's a breakdown of the Chi-Square test:

1. Null Hypothesis (H0): There is no significant relationship between respondent gender and opinion about the company
2. Alternative Hypothesis (H1): There is an significant relationship between the gender and opinion about the company



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Observed frequency

Gender or Have you noticed any positive changes in the efficiency and effectiveness of services provided by Niya Technologies over the past six months?	MALE	FEMALE	TOTAL
Yes	49	14	63
No	6	5	11
Maybe	9	9	18
TOTAL	64	28	92

Expected frequency

Gender or Have you noticed any positive changes in the efficiency and effectiveness of services provided by Niya Technologies over the past six months?	MALE	FEMALE
Yes	40.32	17.64
No	7.04	3.08
Maybe	11.52	5.04

Total: 31

Were:

O – Observed frequency

E – Expected frequency

Observed frequency	Expected frequency	$\sum (O - E)^2 / E$
49	40.32	1.86
14	17.64	0.75
6	7.04	0.15
5	3.08	1.19
9	11.52	0.55
9	5.04	3.11



The formula for the chi-squared statistic is given by:

$$X^2 = \sum (O - E)^2 / E$$

where O is the observed frequency, E is the expected frequency, and the sum is taken over all categories.

In your case, already calculated the $(O-E)^2/E$ for each category and listed them. Now, need to sum up these values to get the chi-squared statistic. Based on the information provided:

$$X^2 = \sum (O - E)^2 / E$$

The calculated value is 2.86

Here significance level is 0.05

Degree of freedom = (Columns-1) X (Row-1)

$$= (4-1) X (2-1)$$

$$= 3$$

The table value of 5 significance level 0.05 = 11.97

Tabulated value > Calculated value

$$7.61 > 2.86$$

We accept null hypothesis there is no significant relationship between respondent gender and opinion about the company.

Interpretation

The Chi-square analysis was conducted to examine the relationship between respondent gender and their opinion about the primary focus of service Pluz's company culture regarding positive changes in efficiency and effectiveness. The null hypothesis (H0) posited that there is no significant relationship, while the alternative hypothesis (H1) suggested a significant relationship. The calculated Chi-square statistic was found to be 2.86, and with a significance level of 0.05 and 3 degrees of freedom, the tabulated value was 7.61. Since the calculated value (2.86) is less than the tabulated value (7.61), the conclusion is to accept the null hypothesis. Thus, there is no significant relationship between respondent gender and their opinion about the company's focus on positive changes in services.

5.1. Findings

Percentage Analysis

The survey findings, based on responses from a total of 92 participants, highlight a notable concentration within the 20 to 30 age group, comprising an overwhelming 91.3% of the respondents. This dominance suggests a strong presence of young adults in the surveyed population. In contrast, individuals aged 30 to 40 constitute a smaller but still significant 6.5%, while those between 40 and 50 years old represent the smallest portion at 2.2%. The data underscores a clear skew towards a younger demographic, potentially influencing the survey's insights and outcomes.

The survey reflects a gender breakdown with 72.8% of respondents identifying as male and 27.2% as female. This indicates a notable overrepresentation of male participants in the survey.

The survey encompassed 92 participants, revealing a distribution of educational qualifications. A significant majority, 73.9%, held post-graduate degrees, while 20.7% had



completed undergraduate education. A smaller segment, 5.4%, possessed a qualification at the 12th standard level. The data emphasizes a prevalent presence of post-graduates among the respondents, offering insights into the educational diversity within the surveyed group.

The survey, involving 92 participants, reveals positive sentiments overall. A substantial 52.2% expressed being very satisfied, while 28.3% reported satisfaction. About 27.4% remained neutral, and only a minimal 2.2% expressed dissatisfaction, with no respondents indicating being very dissatisfied.

The survey, with responses from 92 participants, indicates a predominantly positive sentiment, as 68.5% expressed a favorable opinion with a "Yes." Conversely, 12% held a negative view with a "No," while 19.6% remained undecided or neutral, answering with a "Maybe."

The survey, encompassing 92 participants, reflects positive sentiments as the majority, 54.3%, rated the subject as excellent, and 29.3% deemed it good. A smaller proportion, 14.1%, considered it average, while only 7.2% labeled it as below average. Notably, no respondents rated it as poor, indicating an overall positive evaluation of the subject among the surveyed group.

The survey, involving 92 participants, illustrates varied opinions. While 33.7% expressed a positive stance with "Yes," the majority, at 51.1%, indicated a negative perspective with "No." Approximately 15.2% remained undecided or neutral, suggesting a diverse range of opinions within the surveyed group.

Chi – square

The Chi-square analysis was conducted to examine the relationship between respondent gender and their opinion about the primary focus of service Pluz's company culture regarding positive changes in efficiency and effectiveness. The null hypothesis (H₀) posited that there is no significant relationship, while the alternative hypothesis (H₁) suggested a significant relationship. The calculated Chi-square statistic was found to be 2.86, and with a significance level of 0.05 and 3 degrees of freedom, the tabulated value was 7.61. Since the calculated value (2.86) is less than the tabulated value (7.61), the conclusion is to accept the null hypothesis. Thus, there is no significant relationship between respondent gender and their opinion about the company's focus on positive changes in services.

5.2. Suggestion

In light of the comprehensive exploration of building a high-performance culture and the subsequent analysis of the relationship between respondent gender and opinions about Niya Technologies' company culture, several key suggestions emerge. Organizations aspiring to cultivate high-performance cultures should prioritize understanding and implementing the fundamental components outlined by scholars such as Böckenholt and Hax, focusing on autonomy, feedback mechanisms, learning opportunities, and social support. Additionally, integrating practices observed in leading companies, as elucidated by Michael C. Bush, including clear goal-setting, effective communication, and trust-building, can serve as a strategic blueprint for success.

The study's global applicability underscores the need for organizations to tailor their approaches to align with universal aspects of organizational culture while considering industry-specific nuances. Embracing technological enablers is paramount, as highlighted by Google and Deloitte, to foster collaboration, communication, and knowledge sharing.



Simultaneously, acknowledging the critical role of leadership dynamics, in line with insights from Edgar H. Schein and Peter A. Schein, emphasizes the importance of humble leadership, openness, and trust-building.

The chi-square analysis, though revealing no significant relationship between respondent gender and opinions about the company culture, prompts organizations to continually assess and adapt their strategies. While gender may not be a significant factor in shaping perceptions in this context, organizations should remain vigilant to evolving dynamics and consider broader factors influencing employee opinions. Overall, the synthesis of these insights advocates for a holistic and adaptive approach, where organizational strategies are finely tuned to the unique dynamics of the workforce, industry, and global context.

5.3. Conclusion

In conclusion, the exploration of building a high-performance culture underscores the multifaceted nature of this organizational endeavor. Scholars like Böckenholt, Hax, and Bush provide invaluable frameworks and insights, emphasizing the need for autonomy, effective communication, and trust-building to foster an environment where employees thrive and organizational effectiveness is maximized. The integration of technological enablers and the recognition of leadership dynamics, as advocated by Google, Deloitte, and Schein, further reinforce the complexity of creating a culture conducive to high performance.

The study's global applicability serves as a reminder that while universal principles underpin organizational culture, industry-specific nuances and regional contexts necessitate adaptable strategies. Organizations aspiring to instill high-performance cultures must embrace a nuanced approach that considers both overarching principles and context-specific variables.

The chi-square analysis, investigating the relationship between respondent gender and opinions about Niya Technologies' company culture, provides a statistical lens to this exploration. While no significant relationship was found, it serves as a valuable reminder that organizational dynamics are intricate and multifaceted. The absence of a significant relationship does not diminish the importance of continually assessing and adapting strategies to the evolving landscape of employee perceptions.

In synthesizing these findings, organizations are encouraged to adopt a holistic and adaptive approach. This involves a continuous cycle of assessment, learning, and refinement, where strategies are tailored to the unique interplay of organizational, technological, and human dynamics. Creating a high-performance culture is not a one-size-fits-all endeavor; rather, it demands a nuanced understanding of the workforce, industry, and global context. As organizations navigate this complex terrain, the insights gleaned from scholarly works, industry best practices, and statistical analyses collectively contribute to a roadmap for cultivating environments where excellence becomes not just a goal but an ingrained aspect of organizational identity.

6. Reference

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