

ABSTRACT

The efficiency of an educational institution depends on its internal environment, infrastructure, and its employees who put their energy for the development of the organization. The present study investigates the impact of organizational culture on organizational effectiveness in the context of technical educational institutions in India. To test the proposed hypotheses, data were collected from 732 employees of private engineering colleges across India. Results revealed that culture positively influences organizational effectiveness. The study also attempted to examine the mediating role of social media between the relationship of organizational culture and organizational effectiveness. Today, social media have emerged as an important mechanism for interaction, knowledge sharing, and collaboration amongst employees. The findings provide educational institutions an understanding that effective utilization of social media can boost organizational effectiveness. Results show that social media for hedonic purpose acted as a mediator between culture and organizational effectiveness. Besides this, the present study also examined employee engagement as a mediator between organizational culture and organizational effectiveness. Further, results revealed that employee engagement towards vigor mediated the relationship between organizational culture and organizational effectiveness. It is apparent that the present generation teachers are energetic and multi-skilled and they can largely contribute to the efficiency of an organization through the use of social media, as social media have been playing a vital role in the overall development of any organization. Thus, this study makes a significant contribution by examining the mediating role of social media between the organizational culture and organizational effectiveness in the context of Indian higher educational institutions. Limitations, implications and future directions of the study have been discussed.

Key words: organizational culture, educational institutions, social media, hedonic, employee engagement, vigor, dedication, absorption, organizational effectiveness