

**Organisational Culture and Knowledge Management: A Study
of Print and Electronic Media in Delhi & NCR**

Submitted by

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FINDINGS

The study finds the percentage frequency of the weighted scores of different Dimensions of Organisational Culture, for Junior, Middle and Senior Management in Print and Electronic Media in Delhi and NCR, which is meant to serve as an industry bench mark for each, against which the effects of any remedial measures that are instituted can be compared.

The study also finds scope for strengthening Knowledge Utilization, Knowledge Accumulation and Knowledge Sharing in Junior Managers, Knowledge Accumulation and Knowledge Sharing among Middle Managers and knowledge utilization, knowledge accumulation, knowledge internalization through education opportunity and organisational learning and knowledge creation through task understanding among senior managers in Print and Electronic Media.

In Junior Managers Print and Electronic Media:

Clan and Adhocracy Cultures have to be strengthened in Dominant Characteristics,

- Hierarchy Culture has to be strengthened in Management of Employees,
- Market Culture has to be strengthened for Strategic Emphasis and
- Clan Culture has to be weakened in Organisational Leadership,

to improve Knowledge Management in Junior Management in Print and Electronic Media in Delhi and NCR.

In Middle Managers Print and Electronic Media:

- Market Culture has to be strengthened for Management of Employees
- Adhocracy Culture has to be strengthened in Strategic Emphasis and
- Adhocracy Culture has to be weakened in Organisational Leadership

to improve Knowledge Management in Middle Management in Print and Electronic Media in Delhi and NCR.

In Senior Managers Print and Electronic Media:

- Market and Hierarchy Culture have to be strengthened for Dominant Characteristics.

- Adhocracy, Market and Hierarchy Culture have to be strengthened in
- Organisational Leadership
- Market Culture has to be strengthened for Organisational Glue, and
- Clan Culture has to be weakened in Strategic Emphasis,
to improve Knowledge Management in Senior Management in Print and
Electronic Media in Delhi and NCR.