

ORGANIZATION CULTURE ASSESSMENT FROM ORGANIZATION WEBSITES BY COLLEGE SENIORS, AN EXPLORATORY STUDY

Dale Varble, College of Business, Indiana State University, 800 Sycamore Street, Terre Haute, IN 47809-BUS (812)237-2001 ,dvarble@indstate.edu

Steve Lamb, College of Business, Indiana State University, 800 Sycamore Street, Terre Haute, IN 47809-BUS (812)237-2112, sdsteve@isugw.indstate.edu

Sarah Varble, College of Business, Indiana State University, 800 Sycamore Street, Terre Haute, IN 47809-BUS (812)237-2000, svarble@mymail.indstate.edu

ABSTRACT

The objective of this research is to examine students' assessment of corporate culture from websites of the organizations. Many organizations recruit or at least publicize available careers, jobs and positions on their websites. Likewise one of the first places college seniors acquire information about a company when considering employment is from the organization's website.

Research Premise and Procedure

The research premise investigated, the more consistent students' scores of an organization's website the more successful the organization in conveying the corporate culture to perspective employees.

Organization culture or more commonly referred to as corporate culture becomes important to college seniors when they start seriously thinking about which positions with what organizations they want to interview and eventually from which organization they want to accept a job offer. College seniors may unconsciously consider the corporate culture when looking for a position or refer to the work environment in verbalizing their concerns about selecting the right company.

Employers also think about the culture when hiring. The employer's objective is often to maintain the corporate culture by hiring individuals that "fit" comfortably within the existing culture and who will help to maintain it.

The data collection instrument design used the Hofstede Cultural Orientation Model as a basis for developing nine Likert statements. The Hofstede Model classifies cultures based on where they fall on five continuums. The continuums are individual vs. collective; power-distance orientation; uncertainty-avoidance orientation; dominant-values orientation and short-term vs. long-term orientation.

Data was collected. Fourteen college seniors enrolled in a capstone marketing class at a Midwestern university reviewed the websites of twelve organizations, both profit and non-profit. All twelve organizations use websites to publicize the organization and recruit employees in that all had links titled careers or jobs.

The authors met with a representative from each of the firms involved and had that individual use the Hofstede Model to classify the culture of their firm based on the five continuums. The authors will determine the extent of the consistency of the students' responses as well as the relationship of their responses to the perception of the firm's representative.