

Productivity Culture as a Competitive Advantage for Indian Industry

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ABSTRACT This paper aims at establishing linkage between culture, productivity and competitive advantage. The variables of productive work culture through a comparative study of two Indian firms has been identified. At the end of this paper a model to identify productivity work culture resulting to higher productivity and thus competitive advantage has been presented. It is found that in Indian context, the work culture induced with high power distance, low individualism, low uncertainty avoidance, high masculinity and low professionalism are highly responsible for productive work environment.