

## CONCLUSION

In summary, it can be suggested that this study was aimed at examining the impact of four specific aspects (consistency, involvement, adaptability and mission) of organizational culture on overall performance of a firm. The study was conducted with the help of adopting a 'positivist' approach. This might be attributed to the fact that it would be necessary to use participant experiences, facts and data collected from secondary literature so as to derive meaning. In order to gather participation for the study, invites (clearly explaining the objective and methodology of this study) for participation were sent out to 42 manufacturing firms across UK. The researcher however only received a positive response from 3 firms. Two sets of questionnaires (one for employees and the other for management officials) were mailed out to these three participating firms. Participants who had also provided their consent for the telephonic interview were then contacted. Responses were recorded on the researcher's computer (which was kept locked at all times) and in the researcher's university locker. All participant data was destroyed as soon as the researcher finished analysing data and analysing the same in context of this research. All participants were informed that they would be able to access research results once the study is complete.

Analysis of collected data revealed that that employees felt that being knowledgeable about an organization's mission enables them in aligning their personal and professional objectives, setting realistic goals and remaining motivated. Similarly, managers also felt that that presence of a clear mission statement helped them in motivating their employees, retaining them and giving them clear work directions. Further, research results also indicated that both employees and managers valued the aspect of flexibility in work environment and felt that flexible working arrangements help in improving overall organization performance by keeping employees comfortable and allowing them to appropriately maintain their work-life balance. In context of adaptability and consistency, the study indicated that although adapting to situations that arise is necessary, having a core set of values, policies and procedures is necessary. Overall, the study clearly demonstrated the importance of attributes of flexibility, adaptation and consistency for delivering superior performance.

The study was limited in terms of its validity and generalizability as data was collected from a total of 3 firms in a single country. Additionally, the aspect of researcher bias might come into picture and this would negatively impact reliability of research results.