

**INTERNAL FACTORS RELATED TO
PERCEIVED PERFORMANCE-BASED
CORPORATE CULTURE OF LARGE AND
MEDIUM-SIZED ENTERPRISES FROM
EMPLOYEE PERSPECTIVE IN HAIDIAN
DISTRICT, BEIJING**



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UMS
UNIVERSITI MALAYSIA SABAH

**SCHOOL OF BUSINESS AND ECONOMICS
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2007**

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**DISSERTATION SUBMITTED IN PARTIAL
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**SCHOOL OF BUSINESS AND ECONOMICS
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ABSTRACT

The objective of this study is to identify the factors related to performance-based corporate culture and find the relationship between these factors and performance-based corporate culture in large and medium-sized companies in Beijing. Four of these factors are leadership, employee motivation, innovation and market orientation through previous scholars' research and they should positively be related to performance-based corporate culture according to hypotheses. This study also wants to test whether moderate variables (age, gender and education) can slightly impact the relationship between independent variables and dependent variable. For this purpose, 188 questionnaires were collected and analyzed by statistical tool. The results shows that leadership, employee motivation, innovation and market orientation can significantly be related to performance-based corporate culture and this relationship is not able to be influenced moderately by age, gender and education referred to respondents. As a result, this research suggests that companies or organizations should concentrate on leadership, employee motivation, innovation and market orientation these four aspects of internal management in order to build strong performance-based corporate culture.

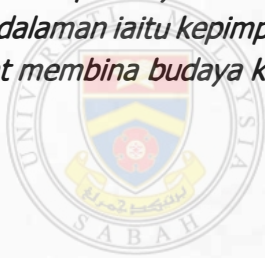


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ABSTRAK

Faktor Dalaman yang Berkaitan dengan Pelaksanaan Berasaskan Budaya Korporat Perusahaan Kecil-kecilan & Besar-besaran Dari Segi Perspektif Pekerja di Daerah Haidian, Beijing

Objektif kajian ini adalah untuk mengenalpasti faktor-faktor yang berhubung kait kepada budaya korporat berasaskan pelaksanaan dan mengkaji hubungan di antara faktor-faktor tersebut dengan budaya korporat berasaskan pelaksanaan terhadap syarikat berskala besar dan medium di Beijing. Keempat-empat faktor tersebut adalah kepimpinan, motivasi pekerja, inovasi, dan orientasi pasaran berdasarkan kepada kajian lepas. Kajian ini juga ingin menentukan sama ada pembolehubah (umur, jantina, dan pendidikan) boleh memberi kesan terhadap hubungan di antara pembolehubah-pembolehubah. Untuk tujuan ini, 188 borang soal selidik telah dikumpul dan dianalisis melalui kaedah statistik. Keputusan kajian ini menunjukkan kepimpinan, motivasi pekerja, inovasi, dan orientasi pasaran dapat mempengaruhi budaya korporat berasaskan pelaksanaan secara langsung dan perhubungan ini tidak dapat dipengaruhi oleh umur, jantina dan pendidikan. Sebagai keputusan, syarikat atau organisasi sepatutnya menumpukan perhatian terhadap keempat-empat aspek pengurusan dalaman iaitu kepimpinan, motivasi pekerja, inovasi dan orientasi pasaran, supaya dapat membina budaya korporat berasaskan pelaksanaan yang kukuh.



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