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An investigation into the relationship between the corporate culture of South African construction firms and performance

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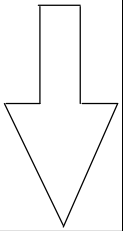
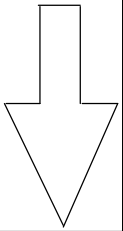
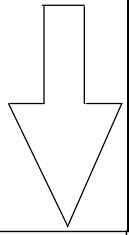
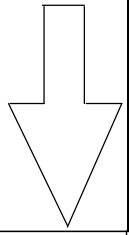
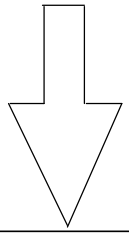
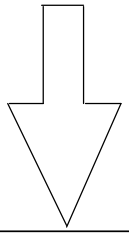
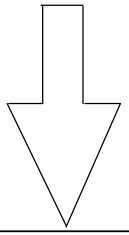
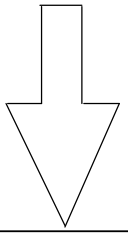
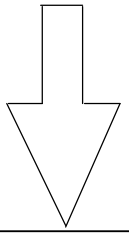
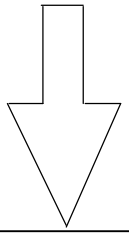
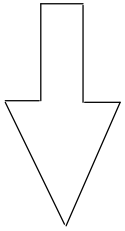
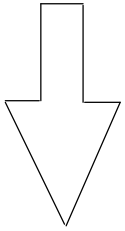
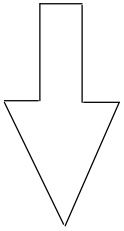
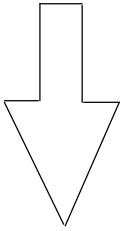
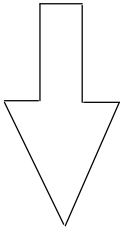
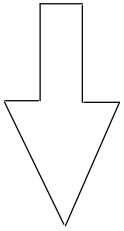
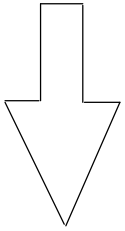
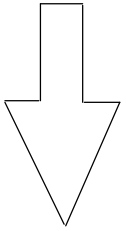
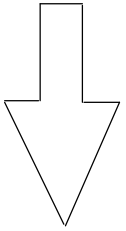
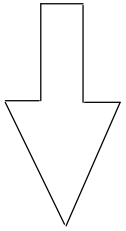
CULTURE DIMENSIONS	MISSION	ETHICS	QUALITY	HEALTH & SAFETY	MAIN & SUBCONTRACTOR RELATIONSHIPS	RESEARCH & DEVELOPMENT	INNOVATION	HUMAN RESOURCE MANAGEMENT	CUSTOMER ORIENTATION	BENCHMARKING
										
EFFECT	-insure unanimity of purpose -arouse positive feelings -provide direction	-organizational integrity -fairness -accountability	-organizational integrity -fairness -accountability	-injury & disease free workplace -reduced absteineeism -lower compensation cost	-closer working relationships -co-operation -improved communication channels	-development of products & processes -development of new management techniques -use of cutting edge technology	-productivity -quality -value for money	-motivation -participation -advancment	-satisfied clients -repeat business -better communication channels	-achievement of industry best practise -increased competition -efficiency
										
OUTCOME	IMPROVED BUSINESS PERFORMANCE									

Table 2.1 : Corporate Culture Business Performance Link Model