

\*Nidhi Bhatnagar

Research Scholar,

School of Applied Science,

Sangam University,

Bhilwara,(Raj)

e-mail: nidhibhl@gmail.com

\*\*Premashish Roy

Associate Professor & Dy. Dean, School of Management Studies,

Sangam University,

Bhilwara,,(Raj)

nidhibhl@gmail.com

### Probing the Role of English Language on Organization Culture of Banking Sector in India – A Literature Review

#### Abstract

English language has a new phase after globalization. Today, due to Globalization English language has developed as the most valued possession of communication and acts as a facet of knowledge and wit. English Language is an instrument for the comprehensive transformation of a society, its influence can be detected in every aspect of life. Business transaction with medium of English is globally accepted. Many researchers had worked on EL and observed - importance of English in corporate world; Language is a critical component of the culture ; Occupational success is associated with speaking fluency and many more as such on the other side researchers of Organization Culture ( OC) had done avid studies since sixties of the 20<sup>th</sup> century – distinct cultures, set of shared value, beliefs and norms ; national and regional factors contributing to the culture; factors which influences the culture of the workplace; role of culture on employees job performance and many more. This paper is an attempt to identify the role of EL on OC of banks in India. There had been hardly any established work to comprehend the relationship of EL and OC in the banking sector. This paper tries to find out the research gap.

Key Words- English Language, Culture, Globalization, Organization Culture

## I. INTRODUCTION

English, the most preferred language in today's corporate world crossed international borders and surpassed all language barriers [1]. English is spoken in almost all the countries therefore language is no more a barrier for people who intend to settle down in other countries.

The globalization of EL can be understood in various aspects; for example, as an instrument for economic success or the creator of new inequality class, a tool for cross-cultural communication and awareness, and as a passing phase of lingua franca [2]. In this cross-cultural scenario, the need for a common language has emerged, through which everyone can communicate. Success in business is often depends on a very important word i.e communication; and it happens in English. A recent article by China Daily discoursed that many EL centers in China are offering specialized English classes and taught how to conduct a meeting or interview in English. These average classes are basically for those who are looking to develop their careers by learning EL.

It proves that even Chinese people wants to learn English because this language is penetrating and having global importance. The future of English as a language is very secure. In this era of consolidation and trying to unify various aspects of life, it will not be long before English can be made as a single language of the world like the single currency and the union of various nations.

### ***1.1 English for Business Communication***

English works as catalysts in promoting business communication. Everybody strives hard to attain good communication skills to outshine in career. Communication is exchanging ideas, information, signals or messages through suitable medium, facilitating individuals, to seek and to provide information, to express feelings and emotions. This includes body-language, as well as also emphasis three important skills of Listening, speaking and writing as an important aspect of communication. Indian banks, uses intranet as their main source of communication. Imagine an executive of a bank who did not know grammar and vocabulary sent an email "due to astonishing circumstances, the meeting has change unless further notice" instead of "due to unavoidable circumstances, the meeting has been cancelled until further notice". This is one of the examples of poor vocabulary and poor grammar which gives a very

bad impression on the receiver. In short, an individual with command over written as well as verbal communication will prove to be an asset to the organization and will have a guaranteed career growth. English is become an indispensable factor in the banking sector because of its worldwide acceptance.

Being a world language that can be understood by eight people out of ten, English is considered as a top choice for language learners [3]. observed that EL demand is increasing in the job related communicative functions. As a result, EL needs are growing in Taiwan's banking and financial sectors. The knowledge of English is an important employability skill within India it also helps one to move higher- up in one's career. English is not only a language but also a tool to create a professional culture. In this research paper an attempt has been made to find the research gap- to identify EL is instrumental in influence the OC's of the banking sectors. Further in this research an attempt has been made to find whether there had been any study to establish the relationship of EL and OC of banks of a particular geographic location in India.

## II. LITERATURE REVIEW

### 2.1 Review on English Language

Kachru identified three stages in which English was introduced in the sub-continent: a) a missionary phase b) a phase of 'local demand' c) the educational phase [4]. English is the world's dominant language because it has the greatest number of speakers reaching as many as 1.5 billion people; English is designated as an official language as many as 62 nations; English is the most dominant language in scientific communication [5] . English has become the linguistic key used for opening borders: it is a global medium with local identities and messages [6]. English is the official and working language in most international organizations and English is the most taught foreign language across the world [7]. English as a global language is having considerable impact on policies and practices in all countries surveyed. Nearly 85% of all the scientific and technological information is written in English.

Language is the mainstay of both personal and professional lives; and communication, both written and oral, requires language. The goal of EL teaching is to develop the learners 'communicative competence which will enable them to communicate [8]. English gives us glimpses of the various developments taking place in the world and argued that language

learning is one of the most important components of a good education [9]. Consecutively English is considered as a global language and an important tool for today's competitive job market. The teaching of English in colleges has become a challenging task nowadays [10]. English is world's most important language having communicative and educative value [11]. India English language used widely as a link language in offices and among the educated people. It is not only a compulsory subject at school, college and university but is also the medium of instruction to the large extent. [12]. English in India is used not only for communicating with the outside world, but also for inter-state and intrastate communication [13]. EL is used as a means of communication in various contexts such as government, the judiciary, the media and the educational system. The business correspondence and the international trade among different countries in the world is carried out in English [14].

## ***2.2 Review on Organization Culture***

The concept of OC was introduced methodically since sixties of the 20th century- starting from 1980's this concept was popularized among the scholars and examined that organizations have distinct cultures, or sets of shared values, beliefs, and norms that guide the attitudes and actions of organizational members.

This concept attracted the practitioners to undertake research on various concepts OC. Andrew Pettigrew introduced the concept of OC in 1979 and described culture as an amalgam of beliefs, identity, ritual, and myth—a conceptualization still widely used today. Culture as the manner in which things “get done” in an organization, offering a model of culture based on four organizational prototypes [15]. Organization's Culture as the basic assumptions and beliefs that are shared consistently across members of an organization [16]. National and regional factors contribute to the culture of the organization and eventually influence the behavior of employees in the organization [17]. Organization Culture mirrors societal culture because of two reasons, first organization are open systems embedded in the society. Society forms them to serve its goals and objectives. Second individuals acquire societal values, beliefs and practices [18]. According to Hofstede there are majorly five factors which influence the Culture of the workplace. People from different cultures aren't just randomly different from one another; they differ in very specific, even predictable, ways. This is because each culture has its own way of thinking, its own values and beliefs, and different preferences placed on a variety of factors [19]. Organizational change showed a diversity of the organization in its

environment, and also the interaction of the technical and human activities that had interrelated dimensions in the organization [20].

Organizational Cultures that tend to have mutual learning, interaction and participation by personnel, power-sharing, and internal cooperation are of great benefit to organizational performance [21]. The findings developed a range of insights into the integrated, differentiated and fragmented nature of Organization Culture and the impact of these on the perception of linkages with organizational commitment [22]. Organizational Culture has a positive impact on the employee's job performance [23]. Cultural change in the finance industry provides an important route to improving the financial system, decreasing the likelihood of future crises and optimizing the intermediation between suppliers of credit and credit seekers [24].

A great impact of Organizational Culture types on the job satisfaction of employees Rawalpindi and Islamabad [25]. Organizational Culture stems from the belief that culture influences behavior, decision-making, Organizational strategies, individual motivation and Organizational performance [26].

### ***2.3 Review on English and Culture***

According to study conducted on some European countries, India and south Africa, English is a dominant language spoken as a mother tongue by some colonial from UK, but local population uses it as a second language; English was imposed as an administrative language. Language is critical component of culture [27]. It is for this reason that anthropologists use language more than any other element of culture to define culture areas. Thus, many scholars have recognized the strong connections between language and culture and identity [28]. A study was conducted to survey the role of English in the Australian job market and found that occupational success is associated with speaking fluency. But she argued that not all participants were in agreement as to the importance of communication skills in English; contrary to this study which argued that all respondents agreed on that high importance of English [29]. Enhanced managers' communication competence required for successful change management within the enterprises [30]. As Said, F.F.S. powerfully believed that losing a language is losing a culture and losing a culture is losing one's identity [31].

Importance of English Language in corporate world took India as an example where EL has become a criterion to prosper in all spheres and to be more visible in the global world . According to these researchers English has become a key language of national and international business. It serves as a uniting element in every sector and every sphere of life. Another study

about English Language proficiency and employment tried to reveal the impact of mastering English Language by Bangladeshi immigrants upon their employment in the Australian job market [32]. People deal with others in EL especially in business world Scientific world and others. So, the point here is that it is very difficult to get a pretty good job or promotion without knowing effective communication. This paper is an insight on importance and impact of English in corporate world [33]. Mastering English in banks' environment, through which we may find an urgent need for English for dealing with foreign customers, understanding new electronic administration requirements and dealing with English documents and endorsements and getting use of some foreign experience in developing bank's work. English Language, Culture and behavior intervened in an organization [34]. English Language education is a Major Vehicle of culture and human communication as well as plays significant role in achieving the goals of an organization [35]. English serves as a connecting element for a company to employee, Employee to management and also instrumental in promoting culture.

### III. CONCLUSION

EL is a backbone of business organizations Thus, various Researchers suggested that it is more than a communication tool and can influence behavior, attitude, belief and values which are the constructs of OC. All the previous research focused on the issues of OC, but there is hardly any significant work on establishing the fact that EL plays a pivotal role in promoting the constructs of OC. In this research an attempt has been made to explore whether there had been any study to establish the relationship of EL and OC of banks of a particular geographic location in India. It is based on this research gap the author plan to do a further empirical study to understand the relationship of EL and OC in the banking sector of Bhilwara.

## References

- Gallois, C. and Callan, V. J. (1997). *Communication and Culture: A Guide for Practice*. New York: John Wiley & Sons.
- Johnson, A. (2009). The rise of English: The language of globalization in China and the European Union. *Macalester International*, 22(1), 12.
- Wu, R. Y. F., & Chin, J. S. (2010). An investigation into the EL needs of banking and finance professionals in Taiwan. In *Proceedings of the 12th Academic Forum on EL Testing in Asia*, Taipei. pp. 73-87.
- Ulrich, Ammon (1992). *The Dominance of English as a Language of Science. Effects on Other Languages and Language Communities*. Berlin – New-York: Mouton de Gruyter, Pp. xiii + 478.
- Kachru, Braj B. (1983). *The Indianization of English. The English Language in India*. Oxford: OUP.
- Kachru, Braj B. (1996). Opening borders with world Englishes: Theory in the classroom. *The Proceedings of the 23rd Annual JALT International Conference on Language Teaching/Learning*. Hiroshima, Japan: 10-20.
- Nunan, D. (2003). The Impact of English as a Global Language on Educational Policies and Practices in the Asia-Pacific Region. *TESOL Quarterly*, 37: 589–613.
- Fasa, karimnia Amin and Shahram , Salehi Zade. (2007) *Communication strategies: English language departments in Iran Islamic Azad University, Iran, Ministry of Education, Iran*.
- Neelam (2013) *English Language is a Link Language in Social Strata: A Critical Review*. *International Research Journal of Social Sciences*.
- Savitha, M. S. (2013) *Challenges of The English Classrooms in India*. *Conflux Journal of Education*, 1(2).
- Vijayalakshmi, M., & Babu, M. S. (2014). A brief history of English language teaching in India. *International Journal of Scientific and Research Publications*, 4(5), pp 1-4.

- Valida S. Karimova. (2016) The English Language for Global Communication: Perspective of Youth. Khazar-News \ Khazar-Review, Popular Science, literary-publicist bulk\ monthly publication. No. 348. pp. 70.
- Bhattacharyya, K. (2017). Indian English in the age of globalization and ELT challenges in India. *International Journal of Advanced Research and Development*, 2(6) pp. 84-87
- Benny, Solomon. (2018) Importance of English Language Teaching in India, Academia.edu.
- Deal, T.E. and Kenedy A. (1982). *Corporate Culture, the Rites and Rituals of Corporate Life*. Reading: MA: Addison Wisley.
- Schein, E. H. (1985). *OC and Leadership*. San Francisco: Jossey-Bass.
- Hofstede, G. (1980). *Culture's Consequences: International Differences in Work Related Values*. Beverly Hills, CA: Sage.
- Newman, K. L., & Nollen, S. D. (1996). Culture and congruence: The fit between management practices and national culture. *Journal of International Business Studies*, 27(4), 753–779.
- Hampden-Turner, C., & Trompenaars, F. (1997). Response to Geert Hofstede. *International Journal of Intercultural Relations*, 21(1), 149-159.
- Cao, G., Clarke, S., Lehaney, B. (2000), "A systematic view of organizational change and TQM", *The TQM Magazine*, Vol. 12 No.3, pp.186-93.
- Lee, T. S., & Tsai, H. J. (2005). The Effects of Business Operation Mode on Market Orientation Learning Orientation and Innovativeness. *Industrial Management & Data Systems*, 105(3-4), 325-348.
- Mathew, Jossy and Ogbonna, Emmanuel (2009) Organizational culture and commitment: a study of an Indian software Organization. *International Journal of Human Resource Management*, 20 (3). pp. 654-675.
- Shahzad, Fakhar, (2014). Impact of organizational culture on employees' job performance: An empirical study of software houses in Pakistan. *International Journal of Commerce and Management*. 24 (3). pp.219-227.

- Van Hoorn, A. (2015). The global financial crisis and the values of professionals in finance: An empirical analysis. *Journal of Business Ethics*, 130, 253–269.
- Fatima, Maham (2016) The Impact of Organizational Culture Types on the Job Satisfaction of Employees. *Journal of management and business*. 3 (1).
- Thokozani (2017) Strong vs. Weak Organizational Culture: Assessing the Impact on Employee Motivation. *Arabian J Bus Manag Review* 7: 287.
- Nadkarni, M.V. (1984). Cultural Pluralism as a national resource: strategies for language education. In Kenedy, C. (ed.), *Language Planning and Language Education* (PP.151-159). London: George Allen and Unwin.
- Kramsch, C. (1998). *Language and Culture*. Oxford and New York: Oxford University Press.
- Shields, M. A., and Price, S. W. (2002). The English Language fluency and occupational success of ethnic minority immigrant men living in English metropolitan areas. *Journal of population Economics*, 15(1), 137-160.
- Pundzienė, A., Buožiūtė, S., and Alonderienė, R. (2007). Managers' Change Communication Competence Links with the Success of the Organizational Change. *Engineering Economics*, 54 (4), 61-69.
- Said, F.F.S. (2011). Ahyaan I text in English Ashaan it's Ashal: language in crises and linguistic development. The case of how Gulf Arabs perceive the future of their language, culture and identity. pp.179-212.
- Roshid, M.M. and Chowdhury, R. (2013). English Language Proficiency and Employment: A Case Study of Bangladeshi Graduates in Australian Employment Market. *Online Submission*, 3(1), 68-81.
- Soryan, Ritu, Chavi Chabra and Anupam Kumar. (2014). Role and Significance of Communication in Corporate world. *International Journal of Innovative Research in Information Security*.1 (3).
- Salameh M.W. Salameh and Olfat M. N. Abu Jarad (2015). Banks' Employees' Attitudes towards the Role of English Language in Banks' Work: A Case Study of the Commercial Banks Operating in Tulkarm/ Palestine. *Global Journal of Human Resource Management*. 3(1). pp.19-44.

Banga, Lal Chaman (2008). Role of Language in Human Life. *International Journal of English Language, Literature and Humanities*.