

## Organizational Culture and Organizational Performance of Adama Beverages Ltd, Adamawa State, Nigeria

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**Abstract :** Organizational culture is very important in the organization because it enhances organizational performance and serves as a sense of making and control mechanism that guides and shapes the attitude and behaviour of employees. However, organizational culture issues are frequently disregarded in lieu of activities that may or may not have a good impact on performance. This study examines the relationship between organizational culture and organizational performance of Adama Beverages Ltd, Adamawa State. The study employed an explanatory survey research design with a questionnaire as a source of data collection. One hundred and thirty-five copies of the questionnaire were administered using the convenience method of sampling, out of which one hundred and twenty were retrieved and well answered. The data collected were subjected to the Pearson product-moment correlation technique to test the hypotheses of the study using SPSS. The overall results signify that organizational culture has a significant positive relationship with organizational performance. The multiple regression results show that mission, adaptability, and involvement have a significant positive influence on organizational performance, while consistency has a significant negative influence on organizational performance. Therefore, this study concluded that organizational culture is a strong determinant of organizational performance in Adama Beverages Ltd, Adamawa State. The study recommends that the level of employee input into decision-making, flexibility in responding to changes in the business environment, consistency with values and traditions, and organizational performance should all be maintained by Adama Beverages Ltd.

**Keywords :** adaptability, consistency, involvement, mission, organizational performance

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