

## Examining the Role of Corporate Culture in Driving Firm Performance

**Authors :** Lovorka Galetić, Ivana Načinović Braje, Nevenka Čavlek

**Abstract :** The purpose of this paper is to analyze the relationship between corporate culture and firm performance. Extensive theoretical and empirical evidence on this issue is provided. A quantitative methodology was used to explore relationship between corporate culture and performance among large Croatian companies. Corporate culture was explored by using Denison framework. The research revealed a positive, statistically significant relationship between mission and performance. Other dimensions of corporate culture (involvement, consistency and adaptability) show only partial relationship with performance.

**Keywords :** corporate culture, Croatia, Denison culture model, performance

**Conference Title :** ICEFBM 2015 : International Conference on Economics, Finance and Business Management

**Conference Location :** Toronto, Canada

**Conference Dates :** June 15-16, 2015