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1990s As Management Scholars Explored The Reasons Behind The Failure Of U.S. Firms In Competing With Their Japanese Counterparts (Ojo, 2010). An Organization"s Culture Is Considered To Be An Important Factor Affecting Organizational Success Or Failure (Sawner, 2000). It Is Fr 4th, 2024

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(Kreitner And Kinicki (2005). Organizational Culture Serves As Maker Mechanism Of Meaning And Obstacle That Guide The Attitudes And Behavior Of Its Members, As Well As Set Rules Of Game (Robbins, 2007). In Order To Function Optimally, Organizational Culture Must Be Created, Maintained An 3th, 2024

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Behaviors Are Not Recognized By An Organization's Formal Reward And Recognition Systems. Importantly Though, Ramamoorthy Et Al. (2005) Concluded That Tendencies To Engage In These Extra-role Behaviors Can Lead To Enhanced Team And Organizational Effectiveness And Superior Performance. Driven By The Assumption That Employees' Innovative Work Behavior Contributes Positively To Work Outcomes ... 1th, 2024

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