

**The relationship between the culture diversity and job performance under the bureaucratic structure of the World News Company Limited**

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**Abstract**

This research studied the relationship between the culture diversity (Innovation and risk taking, Outcome orientation, People orientation, and Team management) and job performance (High level of skills training, Time management, Accountability and Job dedication) under the bureaucratic structure (Work specialization, Chain of command, Centralization and Stability) for The World News Company Limited.

The objectives of this research were 1) to describe and analyze based on the perceptions of employees on culture diversity and job performance under the bureaucratic structure, and 2) to describe and analyze whether the culture diversity has significant relationship with job performance under the bureaucratic structure.

The action research model was used; three hypotheses tested in this research, which included the relationship between demographic profile and culture diversity; relationship between the demographic profile and job performance; and also the relationship between the culture diversity with the job performance under the bureaucratic structure.

The questionnaires were distributed to the 161 respondents out of the total number of 170 staff, covering all the levels of company from first line employees to the top management.

The researcher used the descriptive statistics for the demographic profile as well as on the perceptions on bureaucracy, culture diversity and job performance. The findings on the perceptions of respondents toward overall bureaucracy was rated on “agree level”; the perceptions of respondents toward overall culture diversity was rated on “undecided or neutral level”; and the perceptions of respondents toward overall job performance were rated on “agree level”. Such

answers indicated that the company needed to build the strong culture for increasing the job performance under the bureaucratic structure.

Based on the Bivariate correlation test (Pearson correlation), the findings showed that there was a significant relationship between demographic profile and culture diversity; there was a significant relationship between demographic profile and job performance; and also there was a significant relationship between culture diversity and job performance under the bureaucratic structure.

The result of findings were summarized and also showed the conclusion, OD proposal and further research to benefit The World News Company Limited.

After the researcher identified that culture diversity impacted the job performance, the company need to build the solid culture and enhance the recognition of culture diversity in order to increase the job efficiency.

Based on the results of the study, recommendations were formulated as an ODI proposal to increase the job performance under the bureaucratic structure and culture diversity. The top management might use this research project as reference when they want to pursue concepts of change management and organizational development.

Creating smooth and effective communication and establishing the attractive compensation to increase motivation were among priorities suggested for immediate action. Programs that build the employees' involvement, empowerment and with the top management offering delegation to next level of management would help stimulate the company move towards outstanding performance.