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Abstract:

The paper embodies the results of an empirical survey carried out in the university libraries of Delhi to find out the existence of corporate culture. It was observed that these libraries demonstrate many attributes of corporate culture with respect to the timeliness, team work, inter personal relationship among library professionals. These incidences of corporate culture have positively influenced their job performance.

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I. Introduction

Among other things, the twenty first century is also famous for its market culture. Everything is valued in terms of its Return on Investment (ROI). Likewise, libraries which enjoyed for long being non-profit social organizations are, now asked to estimate the return on investment. In view of this, the libraries need to develop corporate culture where the philosophy of market economy prevails. The present research primarily investigates on the incidences of corporate culture in the university libraries of Delhi. Like any other organization, the study of corporate culture is also highly significant to the libraries because there has been a significant reform of libraries in general and university libraries in particular in the recent years driven by multiple internal and external factors.

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