

## **Abstracts**

### **The Relationship between Organizational Culture and Innovation of Employees in Malaysia**

A company's organizational culture is important because it influences the organization's actions and approaches to conducting business. It is very crucial for business to function effectively in a highly competitive, rapidly changing environment. It is recognised that innovation is of utmost importance in maintaining a proactive and entrepreneurial organization. Innovation has become widely recognized as a key to competitive success. Studies have acknowledged the existence of a relationship between organizational culture and organizational innovation and recommend that innovative organizations perform better. This study develops a theoretical framework based on Denison culture model which demonstrates the cultural traits of Involvement (Empowerment, Team Orientation & Capability Development) and Adaptability (Creating Change, Customer Focus & Organizational Learning) have influence towards Innovation. Research questions and hypotheses originate from this theoretical framework. Pearson correlation and standard multiple regression were employed to examine these research questions and hypotheses. Creating change was found to be significantly correlation with innovation. Ultimately, this study aims to demonstrate organizational culture for innovation is issue of utmost important in generating and maintaining a proactive and entrepreneurial organization.

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