Effectiveness of Strategic Orientation and Organizational Culture on Organizational Performance in Perspective of Organizational Commitment as a Mediator in the Pakistan Banking Sector

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Abstract: Objective: The objective of this paper is to propose the conceptual framework indicating the effectiveness of strategic orientation and organizational culture on organizational performance through the organizational commitment as a mediator. Methodology: Overall, five research propositions have been formulated based on the extensive review of relevant literature and focused on the vision and current situation of the banking sector of Pakistan. The proposed framework is underpinned by the two theories (i) Resource Based View (RBV) and (ii) Exchange Theory (ET). Originality/Value: The current study also highlights the need to devote greater attention on the crucial role of strategic orientation and organizational culture in the service organizations, that play an important role in the implementation of strategies at the organizational level and influence the organizational commitment, ultimately enhances the organizational performance. The proposed conceptual framework would hopefully lead to very useful and interesting insights for researchers. Implication: The current study is also expected to generate very useful insights for the Banks Management and Policy Makers to attain desirable level of organizational commitment and organizational performance in the Pakistan banking sector.

Keywords: Strategic orientation, organizational culture, organizational commitment, organizational performance, banking sector and pakistan

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