



# Organizational culture and the case of Google: What is organizational culture and how it can influence the performance of a company

By Marco Hierling, Yu-Chen Yeh, Chloe S.Y. Tai, Jennie Lang Yu

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Therefore, more and more managers are talking about changing their culture, creating a new culture, figuring out the impact of their culture, or preserving their culture. In this paper, the main focus is to define organizational culture and determine its influences on companies' performance. Firstly, there are several related questions that will be discussed: What is organizational culture? What are the key elements of it? How is it formed and can it be managed to contribute to a firm's performance? Secondly, we take a closer look at Google's organizational culture and research, to discover whether there is a link between its culture and its performance. Finally, a conclusion is drawn about the culture-performance link and the difficulties associated with this topic.

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