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Culture and Trust in Technology-Driven Organizations (Industrial Innovation Series)

Frances Alston

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Culture and Trust in Technology-Driven Organizations provides insight into the important role that culture and trust can play in the success of high-technology organizations. This book reviews the literature and results of an empirical study that investigated the relationship between mechanistic and organic cultures and the level of trust in technology-based organizations.

The book outlines the literature on organizational trust and culture and the role theorists believe they play in the success of a changing domestic and global business environment. It identifies ways of defining culture and trust as well as the survey instruments used to measure them. The book then examines the results of two studies that demonstrate the connection between organizational culture and trust. The two studies were conducted at separate times using data collected from several companies within a three-hour radius of each other. These companies are highly dependent upon the ability to identify, hire, and retain highly skilled knowledge workers. These workers are critical for the companies to successfully compete within the scope of their business and expand into their current and other markets.

The book provides a practitioner's guide—based on the literature review and the results of the studies examined—that can be used to assess, diagnose, and improve employees' perception of their work culture and improve trust found in organizations. This guide provides management with actions and activities that should be considered when handling the day-to-day business of the organization. If followed, these activities can be instrumental in designing a culture that leads to success and ease of operation for the organization and its members.

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