

**Independent study title:** The Factors Affecting Effective Organizational Culture Management:  
A case study of Hongfu Company in China.

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### Abstract

The objectives of this research are 1) to identify the factors affecting the effective organizational culture management of environmental protection recycled plastic products, and 2) to develop the organizational culture management model of environmental protection recycled plastic products. The research method uses quantitative research. The population consisted of general managers, internal staff, distributors, and competitors in the distribution market, totaling 300 people, and the sampling used the Yamane Taro, totaling 172 people. The sample consisted of 48 general managers, 61 internal staff, 47 distributors, and 16 competitors in the distribution market. The collected data used in the questionnaire has a reliability (IOC) of 0.81. The statistics used in data analysis include IOC, Average, Standard Deviation, Pearson correlation, and Multiple Regression Analysis.

The research results found that 1) the top five factors affecting effective organizational culture management of environmentally friendly recycled plastic products are the individual working with the organization ( $\bar{\beta} = 0.392$ ), the industry competition and market environment ( $\bar{\beta} = 0.374$ ), the employee involvement and engagement ( $\bar{\beta} = 0.372$ ), the performance metrics and rewards ( $\bar{\beta} = 0.231$ ), and the organizational structure and communication style ( $\bar{\beta} = 0.183$ ), and 2) the organizational culture management model for environmentally friendly recycled plastic products has a strong effect on effective organizational culture management at 31.10% ( $R^2 = 0.3.11$ ).

**Keywords:** Organizational culture, Management, Factors affecting, Recycled plastic products

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