

Contents

	Page
Abstract	(1)
Acknowledgement	(3)
Contents	(5)
List Of Tables	(7)
List Of Figures	(9)
Chapter 1 Introduction	1
Background and Significance of Research Problem	1
Research Objectives	3
Scope of the Study	3
Conceptual Framework	3
Definition of Terms	5
Expected Benefits	7
Chapter 2 Literature Review	9
Basic information of Hongfu company in China	9
Nature of environmental protection recycled plastic products	13
Introduction of Organizational Culture	17
Types of Organization Culture	18
Importance of Organization Culture	19
Role of Employees in Organization Culture	19
Communication & Organization Culture	20
Factors Affecting Organization Culture	22
Related Research	23
Literature summary	29

Contents (Continued)

	Page
Chapter 3 Research Methodology	31
Research Design	31
Population and Sample Size	32
Research Instruments	32
Data Collection	33
Data Analysis	33
Chapter 4 Research Result	35
General information of the respondents	35
Opinion on service quality and customer loyalty	37
Correlation analysis	77
Regression analysis	80
Organizational culture management model	84
Chapter 5 Conclusions, Discussion and Recommendations	89
Conclusions	89
Discussion	99
Knowledge from Research	102
Recommendations	104
Recommendations for the Following Research	106
References	109
Appendix	113
Appendix A: The Questionnaire of research	115
Biography	123

List of Tables

Table	Page
3.1 Yamane Taro formula	32
4.1 Descriptive statistics of customer information of valid samples	35
4.2 Opinion on overview research variables	37
4.3 Employee involvement and engagement	40
4.4 Opinion on Performance metrics and rewards	43
4.5 Opinion on Organizational structure and communication style	45
4.6 Opinion on Leadership and management style	49
4.7 Opinion on the management and its style of handling the employees	52
4.8 Opinion on the nature of the business	54
4.9 Opinion on Individual working with the organization	57
4.10 Opinion on Industry competition and market environment	60
4.11 Opinion on Economics and policy environment	64
4.12 Opinion on Social culture and value	67
4.13 Opinion on the clients and the external parties	70
4.14 Opinion on Do you think that the above-mentioned factors affect the change and management of cognitive culture in the following subjects	73
4.15 Matrix of correlation coefficients for each variable	78
4.16 Results of regression analysis	80

List of Figures

Figure	Page
1.1 Conceptual framework	4
2.1 Fiberglass Composites	10
2.2 Modified Engineering Plastic Granules	11
2.3 New nanometer injection molding materials	12
2.4 Recycled polystyrene products	14
2.5 Recycled PVC products	15
2.6 Recycled Polyester Products	16
5.1 The organizational culture management model (OCMM).	99