

The Corporate Anthropology of Organizational Culture

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With the push for inclusiveness being more prominent than ever before, there is a big emphasis on organizational culture currently. According to Gotham Culture, organizational culture is defined as “The underlying beliefs, assumptions, values, and ways of interacting that contribute to the unique social and psychological environment of an organization” (Cancialosi 2017). More than ever, society is analyzing the relationship employees have with their management and making purchasing decisions based on the way companies are portrayed both internally and externally. Culture has always existed within organizations, but it has not always had the same level of attention on it as it does today. With today’s push towards greater diversity and inclusion, third-party consulting companies are being hired to positively contribute to developing a unique and valuable culture in the workplace environment. Culture helps to determine the reputation of a company to the outside world, and so it is imperative for companies to maintain a good culture to increase employee satisfaction and attract customers. Corporate anthropologists have broken into the organizational culture side of the business world and have begun to make contributions through the idea of anthropological consulting. In this thesis, I provide an in-depth analysis of the field of anthropological consulting and its contribution to organizational culture. I first compare traditional consulting with anthropological consulting, and then use these results to analyze the general effects of consulting from a cultural standpoint. I then compare the results of anthropological and traditional consulting with companies that do not use any third-party companies for organizational culture development. The purpose of this thesis is to positively contribute to organizational culture through anthropological methods to benefit both work environment and the overall relationship that society has with corporations.

Work Cited

Cancialosi, C. 2017. “What is Organizational Culture?” Gotham Culture. February 15, 2021. <https://gothamculture.com/what-is-organizational-culture-definition/>