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## **A STUDY OF ORGANIZATIONAL ETHOS: A CASE OF J&K BANK**

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### **ABSTRACT**

*Organizational Ethos is based on organizational culture and is the most important component of organization's life. This paper tries to highlight that employee motivation is strongly correlated with organizational culture by studying the financial institution. The study revealed that motivation level of employees have the least impact on the Organization Culture, this shows that the employees should be provided with the monetary as well as non-monetary incentives in order to increase the motivation level.*

**Keywords:** Motivation, OCTAPACE Culture, Organization, Satisfaction