



# AIUB DSpace Publication Details

Title	Interactive based Secured Online Organizational Culture Audit System
Author(s) Name	Shahren Ahmad ZaidiAduce; Md.Abdullah-Al-Jubair; Edmund Ng GiapWeng; Philip Nuli Anding; Abang Ekhsan Abang Othman; Zaiton Hassan; Victoria Jonathan
Contact Email(s)	<a href="mailto:azshahren@fcs.unimas.my">azshahren@fcs.unimas.my</a> ; <a href="mailto:abdullah@aiub.edu">abdullah@aiub.edu</a> ;
Published Journal Name	Procedia - Social and Behavioral Sciences
Type of Publication	Journal
Volume	97 Issue
Publisher	ScienceDirect ELSEVIER
Publication Date	Nov 06, 2013
ISSN	1877-0428
DOI	<a href="https://doi.org/10.1016/j.sbspro.2013.10.278">https://doi.org/10.1016/j.sbspro.2013.10.278</a>
URL	<a href="https://www.sciencedirect.com/science/article/pii/S1877042813037233#!">https://www.sciencedirect.com/science/article/pii/S1877042813037233#!</a>
Other Related Info.	Page 596-601

## Abstract

Organizational culture defines an organization's uniqueness and identity. It is made up of values, beliefs, attitudes, norms, and patterns of behavior that are shared and





## AIUB DSpace Publication Details

Organization culture represents the set of values, beliefs, underlying assumptions, expectations and norms that define how employees think, decide and perform. The focal issue associated with organizational culture is its association with organizational performance. This proposed online organizational culture audit system should be further secured using a facial recognition element where the system could recognize the human face using the camera and only then allows the authorize user to operate the system. The system will be developed using the Human Factors and Human Computer Interactions (HCI) approach to ensure usability and user friendliness of user when interacting with the system. The combination of recognition and interactions in augmented way will give birth to a new type of system that conforms to Human Factors need and provides user with a new computing experience that contains text and graphical information.

