

ABSTRACT

- Organizational learning is the main factor to maintain innovation. It enhances the organizations capacity to respond to changes in the external environment, and then provide the basis to adjust and change the extant rules and strategies. Organizational learning is the source of achieving and enhancing competitive advantage, corporate performance and organizational innovation. Hence this study proposes that organizational learning is the important source of knowledge updating, both contribute to create new knowledge and get rid of old knowledge
- This study applies conceptual frameworks of organizational learning and adaptation to a specific industry to determine if there is validity to the concept of organizational learning. This effort is intended to lay the groundwork for empirical studies to test the validity of the concept of organizational learning. More specifically, given the successes of a number of Indian organizations in the global market, we need to ask if organizational learning contributes to organizational performances.
- The various dimensions of organizational learning proposed by Peter Senge are considered in this research (1990) and their consequence on organizational performance is investigated.
- To examine the impact of organizational learning on organizational performance of south Indian automobile industries and to arrive at a conceptual model on different innovative organizational learning factors which impact the functioning of an organization and suggest suitable recommendations for Indian automobile companies.

The study used quantitative and deductive approaches. A cross-section design entails the collection of data on more than one case and at a single point in time in order to collect a body of quantitative or quantifiable data in connection with two or more variables, which are then

examined to detect patterns of association. The population for the study comprises of automobile manufacturer employees.