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THE IMPACT OF INSTITUTIONAL CULTURE OF THE HIGHER EDUCATION ON STUDENTS' PERFORMANCE IN MALAYSIA

**Nourish Okwudili Mbonu¹*
nourishborn.nm@gmail.com

Farha Ghapar²
farha@kuptm.edu.my

**Corresponding author*

*Faculty of Business, Accountancy & Social Sciences,
Kolej Universiti Poly-Tech MARA Kuala Lumpur^{1,2}*

ABSTRACT

This study surveys the effect of institutional culture on the students' performance in higher education. Most of the higher institutions in Malaysia maintain their institutional culture to achieve the organizational business mission and values. This organizational culture in the higher institution tends to determine the employees' operation, which affects the student academic performance. The qualitative study was conducted among the local and international students with descriptive research on how the institutional culture deprives students of their expression rights, lack of vital communication, low self-esteem, and shared values. This research analysis indicates both positive and negative relationships between student performance and institutional culture. In addition to the studies, we found out from the 50 respondents that most of the issues related to student performance are based on the context culture of the student, which is the crucial factor that deprives them some certain benefits

Keywords: Institutional Culture, Student Performance, Context Culture, Higher Education, Culture.



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