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Introducing the Modern Workplace

Organizational Structure & Culture in British Airways

Assessment 1

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Introduction

Development of computer technology and different statistical methods are introduced just to establish the best kind of relationship between every company's success and organizational behavior and culture by doing appropriate market research. British Airways is a company that provides very much focus on organizational behaviors, leadership technique, employee motivation, and customer-centric relationship to build a commercialized plus customer-oriented airline industry. They follow democratic and transformational leadership to be a professional leader and to be a friendly leader at a time. They give motivational factors if needed and they do everything to reduce the gas emission to do effective planning which will give satisfaction to employees and will directly impact the organization.

British Airway's Organizational structure

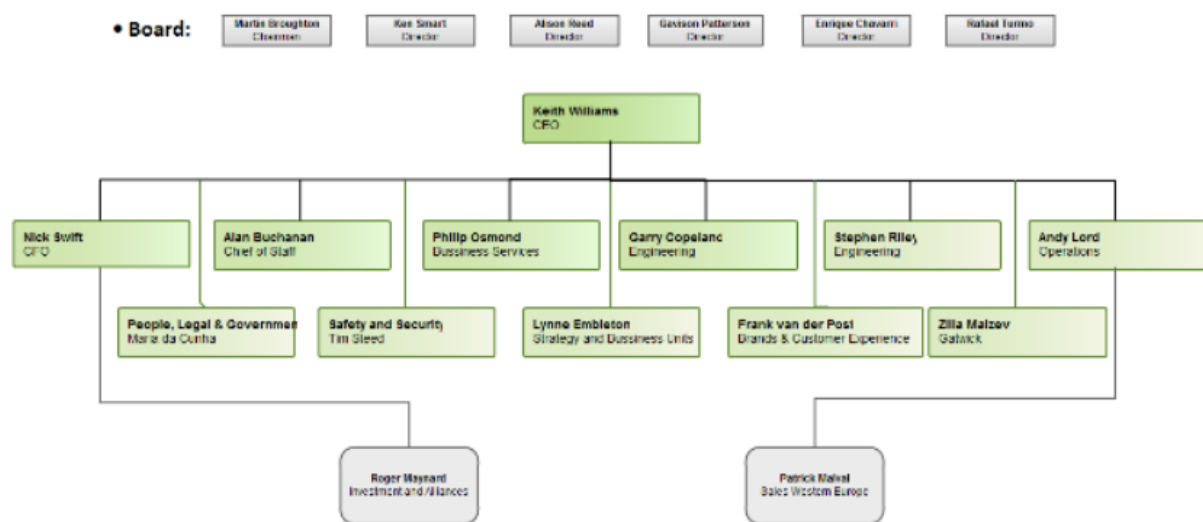


Figure 1: Organisational Structure (Baig et. al, 2021)

As technology and innovation is increasing in the business world, British airways are thinking about innovation in the workplace to be an important part of the global world. They want to easily communicate and exchange ideas with the customers and employees even with the people who may be separated from them due to distance (Baig et. al, 2021). The traditional formation was like a higher range of hierarchy and communication channels were very much tough between management and employees. Modern organizational structure significantly changes the system as this is important to build a strong organizational culture. Since its inception, the company is controlled by executives who even know communicate where they are but this is not a perfect structure for eating the attention of customers. So an effective management system should be built to establish a perfect organizational structure and that is very much important.

Being able to make a quick decision is very much important in the contemporary world of business can be made. Effective communication between different teams and different roles of a manager is very much important to check the ability of the organization (Busari et. al, 2019). There is no need to follow any kind of strict communication system because every part of the organization is important and their role, their communication, their messages, and their exchange factors are very much important to foster the growth of British Airways workplace. The advantages to grant the company and their ability to accomplish the task are very much important. Redirection, reducing time users, and reducing resource users are very much important because different types of sources can be identified to see the changes between modern organizational culture and all organizational cultures (Hoang et. al, 2021). British Airways always want to build a structure that is important for them and which will help to communicate a vast knowledge between top-level management to lower-level management where every teamwork is connected with others teamwork that will help to solve every kind of issue for the betterment of the organization.

Organizational culture of British Airways

Organizational culture can be recognized as a set of beliefs that is done or believed by company members and it is very unique because the set of actions and behavior is required in the workplace. So, establishing a comfortable culture for the employee will help to increase the growth level in the organization as well as the growth outside of the organization so keeping a comfortable culture for organizational employees, British Airways responsible. There are mainly four types of organizational culture.

The traditional approach is recognized as the hierarchical approach because here only top to bottom level hierarchy is recognized and depicted or formal structure and control are depicted only hear nothing is prioritized. Institutional procedures guide all kinds of communication and interaction. If customers directly go to communicate with the lower level, they can't go to the higher level to do communication with them and this is not done. Changes in the organization are important so the hierarchical culture has been changed in British airways (Main et. al, 2019). They are now it is following a market culture which means market culture is been followed by British Airways. In this culture, employees and Management are not only limited to the communication directly with the help of hierarchical order only (Oruh et. al, 2021). Their approach is efficient because their market leadership is very important to a cheap competitive advantage so that they are ultimate goal is related to achieving competitive goals. Each team may choose their own set of structures so they may do work on a task and their main goal is to

make the ultimate market demand nothing else so they don't care about hierarchical order in their business that is mainly important.

Besides, adhocracy and client culture are other types of cultural systems. Values and creativity also taking system in culture by employees had to be encouraged by some organizations to make decisions and ideas that are recognized as adhocracy culture (Leather, 2018). It is the opposite of hierarchical culture and it is very much easier to introduce changes in the organization as this is needed to increase the creativity and ideas sharing in the organization. Single-family tries to introduce clan culture for their organization as this is important to directly communicate with the employers regularly but that is almost impossible in the upper level of organization as they are shared goals are big and their collaboration needs to be stronger so regular communication with every employee may not be possible.

British Airway's Leadership style and Motivational technique

Organizational culture is a part of the management system also and leadership style and motivational techniques at the function of management which is important to be thought yes ultimate goal is to be achieved with the help of a proper management system (Papageorge, et. al, 2021). The management team of British airway normally prioritizes their employees as they can lead the organization to a higher level. According to their website, the company has always considered their customers in the first place so they are a team to do business and is always concentrated on customers. The mix of customers and their commitment to employees define that their leadership strategy is very much effective. Are democratic leadership strategy is the main reason for which organizational objective has been achieved also employees are satisfied with workplace conditions and compensation which is important. It is very significant to have a channel of communication with the employee as well as with customers (Parady et. al, 2020). British Airways always take help from a feedback system yes they need feedback from lower, mid-level managers and also from direct employees to know their concern about the company's management system. If they think any changes are required, they may change their leadership approach. To establish the leadership style in the organization, the ultimate objective can be a cheat and this will help to change the workplace condition and compensation system that is important for the company's ultimate growth.

The motivational technique is very much important to attract the employees to watch the organization achieve goals. Employees always want to be more productive and committed to achieving their organizational objectives so their employees must need assistance (Santos et. al, 2021). A mentor may provide different types of support to individuals as well as an authority

can give solutions to the problem of the employee. Transfer national leadership, financial motivation, and non-financial motivations are given by British airways to keep the consistency level improved and this is very much important for the ultimate goal achievement. Motivating workers by identifying their needs will help the organization to be more dedicated for the organization and that is important to achieve the goal efficiently.

Factors affecting behavioral pattern

Employee personality and job satisfaction are important for any kind of business. Kevin Q can be recruited by checking their personality and this will help to match the job requirement with the ultimate candidates and this is the technique which is employed by British airway (Shahi et. al, 2020). As they are customer-centric, they want to have excellent communication skills with customers so they need a patient, tolerant, kind, well-established personality having an employee who eats or who can do wireless communication and can give needed sedation and recommendation is needed. They are not hesitant to come and do changes in workplace conditions (Shareef et. al, 2018). Employees always call and provide feedback to their workers regarding job satisfaction as employees' perception is very much important to improve the wide condition in the establishment. Cabin crew members have contacted the company's management to do favorable activities towards them and this will increase your job satisfaction level to a higher level and then they will do work for the organization from their wish with their new suggestions.

Cultural diversity is noticed in British Airways from the whole global world as people from different types of cultures come to their to do changes in the organization. British Airways try to believe that cultural and racial background is not important because pilots, administrative personnel, and customer service can be different but their training system and their collaboration system will result in a high level of cultural diversity (Thrassou et. al, 2018). Firstly, British Airways fly to serve their service to a global population of different type races, and cultures so having a diversified workforce can help the company to achieve that goal efficiently. The second reason is that they deal with the theory of organizational behavior. They understand the need and demands of customers and employees by which they do changes to achieve competitive advantages.

Corporate social responsibility is known by British Airways because they want to do environment-friendly work to achieve a high level of goal. They are activities are done to clean the environment so their sustainable activities are taken to do social responsibilities. That airline is committed to doing changes and that does not give allowance the transportation to

prohibit any kind of illegal trade that will hamper animals' life or any products that will help to do disaster in people's life. Their company policy and sustainability also the preservation of the environment is very much effective to reduce the amount of carbon dioxide emission. British Airways contributes significantly to leave to the environment because they consume a very lower level of wealth for each kilometer so they are full efficiency is important to reduce the emission of carbon dioxide which will help the organization's growth, for customers' growth. They are full efficiencies read used 1.9% last year and that it is HE from their website (Wisittigars and Siengthai, 2019).

Conclusion

British Airways is a renowned company in the airline history which do efficient work and they establish a culture which will help to introduce the best kind of airline service from them as they are focusing on customers as well as on employed. They also care about their employees and so their leadership techniques are very much friendly and they provide promotional activities which will increase the satisfaction level among employees. Customers are also important to them and so they do corporate social responsibility, they make planning for pricing, product system, and cultural diversity to achieve the ultimate satisfaction from customers. British Airways deals with both important parts very carefully that is they establish a stronger relationship with the employee by establishing a diversified culture and they do all this to achieve the high level of satisfaction from customers.

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