

Organisational Culture and Structure at Eastern Airways

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Assessment 1

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Introduction

A company's culture consists of the shared beliefs, norms, and customs that serve as a basis for everyone's work inside an organization (P. MUTHUL AKSHMI, 2020). Moreover, a company's identity is based on the sum of its parts, so it is essential to have a solid organizational framework. Contrast this with a dysfunctional company culture, which may undermine even the most prosperous businesses by encouraging behaviour irable personality traits. On the other hand, an organizational structure refers to how tasks are distributed inside the company (Keith and Gubellini, 2018). This way, teams can coordinate their efforts without compromising their distinct roles. This paper aims to critically evaluate the reliance on the organizational culture and structure at Eastern Airways to enhance its success. In addition, it will also assess the pact of behaviour l approaches influencing individuals' behaviour in the workplace.

Company Overview

Airways Company Ltd is an airline that operates out of the United Kingdom. It is based at Humberside Airport in Kirmington, located in the county of North Lincolnshire in England (EasternAirways, 2022). When the company was first established in 1997, its primary mission was to restore a feeling of magic and wonder to the experience of flying by supplying understanding worldwide with direct, nonstop flights that offered the best value (Benzer et al., 2016). The airline company has successfully ensured that customers receive adequate services and that their flights are comfortable. It has been made possible through the incorporation of a robust organizational culture and structure to guide the company in achieving the goals that it has established for itself.

How Organisation Culture is Reliance on Company's Goals

The method in which employees engage with their workplace is shaped by culture. Employees are encouraged to maintain their motivation and loyalty to management in a healthy culture (Schein, 2017). Furthermore, the workplace culture promotes positive interactions amongst staff members. In addition, it does a great deal to foster a spirit of friendly competition inside the company. The work environment's culture truly serves as the driving force behind the employees' level of productivity. In recent years, Eastern Airways Company Limited has enjoyed a great deal of success as a direct result of the implementation of an appropriate culture designed to mould the

behaviour of the company's employees to facilitate the accomplishment of the goals and objectives that have been established for the company.

The Eastern Airways Company limited emphasizes maintaining a strong organisational culture to guide employees through the necessary steps to attain the goals that have been established for the company. A company's culture can be considered a collection of predetermined policies that orient employees and give them a feeling of purpose while at work. Every person has a complete understanding of the duties and responsibilities he plays in the company and the skills necessary to complete their work promptly. Furthermore, implementing such rules helps individuals develop constructive habits, which in turn helps them become influential professionals. The culture of Eastern Airways encourages each team member to perform to the best of their abilities to facilitate service delivery to the company's customers and provide good flight services internationally.

In addition, the company culture of Eastern Airways Company limited is premised on an environment that serves the firm's appropriate framework, the goals of the company, the values of its workplace, and even the methodological approaches of the company. The environment is the foundation of the company's organisational culture (Gielen, 2019). For instance, Eastern Airways Company Limited has standard hierarchy organisations that are well-structured. This typically makes it feasible for the company to adhere to a culture characterised by strict control methods. Personnel must adhere to all standardized operating principles while conforming to the organizational framework and explicitly articulating their tasks and responsibilities (Benzer et al., 2016). It is a prerequisite that has to be satisfied before employment might be offered.

Finding skilled workers in today's market might feel like an uphill battle, particularly given the proliferation of new companies. Consequently, many people have improved how they seek jobs and evaluate potential employees. Eastern Airways can strengthen its recruitment efforts and garner the interest of top applicants by cultivating a robust organisational culture, which in turn helps the company move closer to achieving its goals. Furthermore, improvements in recruitment efforts have been made possible thanks to the corporate culture of Eastern Airways business limited (Frosdick, 2019, p43-57). The Eastern Airways business limited established a robust company culture to lure the kinds of people who will assist the organisation in realising its goals and being successful. For instance, some people gravitate toward the fast pace of corporate culture, while others might favour the consistent speed of a more defined, traditional business and culture.

Eastern Airways limited has fostered both types of cultures to accommodate its workforce's preferences and cater to its workers' diverse interests.

Organisational Structure of Eastern Airways

Eastern Airways uses a functional organisational structure, which means that each group within the company has a specific responsibility that it is responsible for the achievement of set goals. The organisational structure is composed of many departments, and the executive director of each department reports to the group's managing director (Gielen, 2019). The Group Managing Director is in charge of the whole organisation. In addition, a board of directors is accountable for providing strategic leadership and monitoring the organisation. Furthermore, the management style forms a hierarchical structure suitable for the various departments involved in the day-to-day activities. Eastern Airways has been relying on the solid laid down structures within the company to aid in the achievement of the company's set objectives by providing sufficient flight services to customers globally.

The organisational chart that Eastern Airways uses to outline its structure serves as a roadmap for the company to pursue its strategic objectives. The accomplishment of an organization's goals is always accompanied by ambiguity, uncertainty, and unanticipated dangers. The firm's management needs to provide a transparent structure that paves the way for the company's continued expansion over time (Koohborfardhaghi & Altmann, 2017). The effective structure that Eastern Airways Company uses provides employees with more clarity, assists with managing expectations, makes for better decision-making, and ensures consistency. In addition to assigning responsibility, organising workflow, and ensuring that essential activities are finished on time, organisational charts within Eastern airways ensure they have the necessary resources. Employees at Eastern Airways are better able to concentrate on their work, leading to increased productivity levels due to the organization's improved ability to communicate and run more effectively.

The organisational structure was the foundation upon which Eastern Airways' structure was built since it serves as a medium for communication between the company's employees and staff members. Structure enables more effective communication and provides direction regarding the steps that need to be followed to reach the goals that have been established (P.MUTHULAKSHMI, 2020). Clear lines of communication were taken into consideration when designing the organisational structure of Eastern Airways, as effective information dissemination

is critical to the company's success. For instance, the financial planning and analysis department at Eastern Airways might report to both the Chief Financial Officer and the Executive Vice President of Marketing. This is because these senior management team members rely on the information and reports that the financial planning department provides.

Factors based on the Behavioural Theory influencing Employees at Eastern Airways

Behaviourism is used by senior management at Eastern Airways to demonstrate to employees how they should behave and respond to particular actions to achieve the goals that have been set for the company. The core principle of behaviourism is that all behaviour is a learnt response to the experiences and stimuli presented by one's surroundings (Mozes et al., 2017). According to this learning theory, behaviours are picked up from their surroundings, and innate or inherited characteristics have little bearing on an individual's behaviour. Applying a behavioural approach in the workplace is essential to learning how to encourage and assist persons there (Davis et al., 2020, p323-344). As a response to the appropriate trigger, information is passed from upper management to lower-level staff members.

Both internal and external influences on employee behaviour contributed to Eastern Airways' success. Eastern Airways' emphasis on a practical communication framework has positively influenced employees' interactions with one another, their level of competence on the job, and their dedication to team initiative (Frosdick, 2019, p43-57). Understanding workplace dynamics is essential for bringing about change from within an organisation. Eastern Airways' performance has substantially increased as the corporation realised the critical role that employee actions play in directing and policing its business. People's performance at Eastern Airways depends on many factors, including the company's organisational design, policies and procedures, management quality, and interpersonal interactions among workers (EasternAirways, 2022). Either these factors encouraged workers to put in more effort than usual, or they caused them to become less dedicated to their professions. The company's ability to motivate its workforce has increased, leading to excellent financial stability and increased output at Eastern Airways.

Moreover, it has been observed that an individual's personality is a component that determines how they behave when working for Eastern Airways. Everyone possesses one-of-a-kind behaviours and perspectives on life and the world around them. They are the aspects of an individual's background that contribute to their unique personality (Mozes et al., 2017). People are capable of various traits, including composure, assertiveness, and ambition. All of these

characteristics result from the effects of the environment or hereditary factors. How an individual goes about their work at Eastern Airways communicates the organisational aspects of their personality that are unique to that person. Personality factor of individuals at the airline company has aided the proper behaviour of employees towards achievement of the set objectives of Eastern Airways.

According to Chiradeep (2020), improved morale and productivity are two of the many benefits that behavioural theory brings to the workplace. To be happy in one's job is to be satisfied in many aspects of that job, not just the tasks and responsibilities the employee performs daily, but also the relationships they develop with their superiors, the impact the job has on their personal life, and the organization's policies and procedures (Keith and Gubellini, 2018). Unlike other companies where employee sentiment may be gauged through surveys, Eastern Airways has no complex data on employee happiness with their jobs. Given that what makes one person happy may not do the same for another, it is preferable to have many elements to choose from when determining and evaluating the influence on employees, which is crucial to Eastern Airways' success.

According to behavioural theory, the success or failure of an organisation is directly proportional to the actions taken by its workers concerning the jobs they hold. Benzer et al. (2016) show a strong correlation between organisational performance and behaviour. Organizational behaviour is influenced by workplace culture, organisational structures, and the environment of the workplace, as well as management and teamwork practices. The behavioural theory asserts that employees' decisions and actions made while on the job are influenced by many factors, including the company's culture, the availability of open communication channels, the nature of the work itself, the qualities of its leaders, the employees' personal lives, and their relationships with co-workers (Schein, 2017). When asked to rank the relevance of various human resource practices, Eastern Airways' human resource professionals emphasized training and development as the second most crucial practice (Gochhayat et al., 2017). On the other hand, the staff members rank opportunities for personal growth and progress as the most vital component in their incentive to work, placing monetary pay in a distant second place.

Conclusion

In conclusion, two essential factors in a business's success are its organisational structure and culture. They are the foundation upon which decisions about a company's success and direction

can be made. Eastern Airways has recently accomplished remarkable achievements in the aviation industry due to the company's concerted efforts to increase productivity across the board. In addition, it is possible to boost efficiency by learning how an employee's personality affects their behaviour on the job. Therefore, to ensure that the organization's goals are met, Eastern Airways should give a straightforward structure design and appropriate cultural norms aligned with the purposes for improved performance. Moreover, the airline's HR team needs to understand personality influences to maintain the company's global competitive edge.

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