

Student Name	Mirica Teodor-Ioan
Student Number	1808623
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Lecturer Name	Janet Green

Workplace Culture and Its Impacts on Organizational

Efficiency

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INTRODUCTION

Workplace culture plays an important role in the organizations. It is main factor for every organization. It includes the mixers of your organization's values, behaviors, leadership and attitude. Workplace culture is defined how toxic your work environment in a company. It is the study of thoughts process and attitude of the workers and employees. The workplace culture and productivity help in increasing performances of the organizations. It creates major impacts on efficiency of the workers and employees. The workplace culture at your company set exceptions for how employees work together, and people behave. Culture can break down the boundaries between decision-making, improve workflow system in the organizations. It increases efficiency towards working performance and management skills. McDonald's corporation is an American food company, founded in 1940 as a restaurant operated by Maurice and Richard. McDonald's is the world largest restaurant chain by revenue and serving over 69 million customers daily in over 100 countries across 37,855 outlets. This company is the world's second-largest private co. employed with 1.7 million employees. McDonald's restaurants are found in 120 countries around the world and serve 68 million customers each day. This report will include formal and informal relationships between people and departments and impact of external forces on the organization e.g. PESTLE and SWOT analysis. this report will also highlight corporate social and environment responsibility, establishing a culture of sustainability within the workplace and communication channels for sharing information.

MAIN BODY

The workplace culture of organizations

Workplace culture enables environmental sustainability at various levels and links between cultural biodiversity and diversity. It contributes into sustainable environmental management and improve efficiency in the McDonald's company. A sustainable workplace established the goal of balancing the people, profit and planet to produce viability for the long-term. It is related to the sustainable development with the maintaining of cultural practices and cultural beliefs. Sustainability in the workplace is essential for every employees and workers. Employees engage in sustanbility have wide ranging benefits for company (Trinkner , Tyler and Goff ., 2016). It is creating a proactive culture consultant towards company. For promoting sustainability in the workplace company includes many ways such as implementation a recycling programs and promote a paperless office. Sustainability is made of three pillars such as economics,

environment and social; it is essential part for the success of company.

In the workplace many sustainability policies include such as define the scope of McDonald's policy, identify stakeholders for development process, collect information from a many source to develop and plan policy. It is a creation of appropriate strategies policy towards employees and workers. A well sustainable manner and healthy workplace motivated workers and employee. It has a major role to check overall revenue and reputation of the organizations. Sustainability is essential for many reasons including such as quality of environmental and improving of natural resources. With the well manner of sustainability, McDonald's company can reach high profitability and achieve high growth. Sustainability is a vital part for every organization to increase customer satisfactions and customer demands. Sustainability focuses on meets the needs of present generations without compromising the ability of future generations. It is essential for every organization towards economic, social and environmental. The development of sustainability includes main elements such as economic growth, improvement of human and social rights and protections of the environment. In the workplace of the organizations, sustainability has been established for balancing of people, planet and profit. Sustainability in the workplace is also essential for employee engagement. The implementation of sustainability at workplace can have positive effects on workers and employees. An effective sustainability programs in McDonald's helps to improve customer's satisfactions. Many programs included in the workplace such as personal initiatives with link between personal and professional life and work-related initiatives (Roy and Khastagir., 2016).

Workplace culture in the organizations defines formal and informal relationships between departments and people are very essential for every employees and workers. A formal relationship defines a set of relational structures and system and informal relationships define to voluntary and ungoverned relationships towards people. The formal relationship between the members is a professional and it is very essential part of the organization. Informal relationship is a personal relationship between members; they share problems, opinions and information with each employee and worker. The formal and informal relationship between people and departments is also essential for McDonald's company because it helps to achieve high employee performances and improving growth. This relationship is essential for every organizations because it includes all activity towards department and people and to understand knowledge and skills related to all departments. The workplace culture includes formal culture

such as human resource department retains knowledge and informal workplace culture focus on informal communication styles. This relationship is essential part for every company to improve performance department and people skills. At the workplace formal and informal relationship between employee and department is a crucial part of organizations.

Workplace culture in the organizations to include many communication channels and it is a essential part for effective optional activities (Anitha ., 2016). It includes many channels such as electronic communication, face-to-face communication, mobile channels and written communication. This communication channels are important for every workplace for better communication in the organizations. This channel is helpful for improving employee performances and understands knowledge because it helps in easily communicate with each other. Effective communication plays an important role in company to influence and inform behaviors. The main propose of communication is the exchanges of ideas and thinking among various people and employee in the organizations. Communication channels are essential for McDonald's company because without effective communication channel, employees decrease their focus towards company's operations, so this channel are main for effective communication. For effective Workplace culture of the organization, this communication channels are building a great connection between receiver and transmitter through transmitted the important data. It is also called as communication media or transmission media. It is important for develop communication system between employee and workers that helps to understand all rules and procedure.

Many types of communication channels have different transmission features to create well organized system for employees. Effective communication channels require selecting an appropriate communication channel to transfer your message. It is an essential for every company to achieve better communication skilled employees (Ramdhani, Ramdhani and Ainissyifa ., 2017). There is various communication channel used by online business and company and this channel is increase efficiency between workers and employees. Communication channels included many effective ways to communicate to each other such as mobile communication channels between employee to employee and face-to-face or personal communication. This channel is the best process of information flow within company or with other company. Communication channel are including group of informal, unofficial and formal. McDonald's company should have to follow these communication channel process to improving

efficiency of their employees. Communication channel in the organizations, information flows backwards, forward and this effect are important for decision making and improving productivity in the McDonald's company. It is a essential for communication system and include many channels through communicate each other such as videoconferencing, audio conferencing and emails etc (Jung and Lee., 2016). Communication channel breakdown the inefficient flow of information and it is a critical of the organizations. It is significant part for every company and to improve employee satisfaction and customer demands.

This communication channels also ensure that employees can receive feedback on what they're doing in the company. Communication is a key factor for a good and strong corporate culture. McDonald's has to implement positive communication channel in its internal process in order to improve good work culture. It is an essential for develop understanding among employees and individuals in the company at all levels. A good workplace communication culture includes many advantages such as ideas and information are effectively exchanged and shared. It allows effective lines of communication for free communication between superiors and customers (ul Haque, Aston and Kozlovski ., 2018). Communication channels create a effective communication culture at workplace such as organize staffs and employees meetings, reviews, surveys and to create communication channels at all levels. Effective communication channels very useful for every organization, it helps to improves business performances and business culture.

Internal and External factors of the business environment

The organization must have to contained ethical values in their bylaws, policies, vision and mission statement. Mc Donald's should have to focus on maintain integrity and effective standards of behaviour in their workplace. Ethical behaviour is very necessary for any business and it includes equality, fairness, honesty, individual rights, diversity and dignity. Safe work environment plays an important role in increasing employee's work efficiency. Safe work environment encourages the workers of the Mc Donald's towards the improving productivity and quality of the products. Fair practices are also very crucial in the organization. It helps to build a strong work culture in the company. In the fair workplace, all the workers or employees feels equality with all other workers. Mc Donald's should have to create fairness in their workplace. If

the workers in the organization treated fairly than it will increase their trust and also improves relationships between employees and employer (Fernando and Hor ., 2017).

PESTEL analysis

There are many external factors in the environment that will directly or indirectly influence the Mc Donald Company's performances and culture. The external factors include Political factor, economical factors, social factors, technological factor, environmental factors and legal factors.

Political factor

This factor of the PESTEL analysis includes the effects of government policies and actions on the macro environment of business of Mc Donald. Political factor majorly influences the performance and operations of any brand because in any organisation the role of government is immensely important. Government policies have also a deep effect on the business performance. Various political factors such as taxes, trade regulations also affect the business environment of Mc Donald. Nowadays, the environment of business is heavily regulated, so that it creates a huge difficulty for these brands. India and china have stiff laws which create difficulties for foreign companies to operate profitably. The new trade agreements also affect the performance of Mc Donald Company negatively or positively (Ruparathna, Hewage and Sadiq ., 2016). NAFTA is an effective trade agreement that is helpful for these types of brands. The government's Health policies have a large impact on the works of these fast food brands. The health and food related regulations majorly affect the sales and profits of the Mc Donald's'. Political changes in the country can also impact on the performances of the Mc Donald Company.

Economic factors

Economic factors play a major role when the company operates their business in global environment. Mc Donald is deeply affected by the Economic environment. The brand's performance is highly affected not only by local economics but also the world economy. In the United Kingdom, McDonalds gets many advantages from the best economic conditions of UK. A stronger dollar also negatively affects the profit of brands. The various economic forces create a direct impact on the Mc Donald's financial performance.

Social factors

The social factor is the main factor of PESTAL analysis. It is very important for any organization to consider this factor in the performance measurement of their business (Naser , Al Shobaki and Amuna ., 2016). There are various social factors such as lifestyle changes, social trends, customer choices and many other factors which can directly and indirectly affects the brand's performance. The changing lifestyle and choices of customers can influence sales low or high. Nowadays, the health consciousness of customers also influences the fast food company's operations and performance.

Technological factors

The uses of Technology in the business are growing rapidly. Technology affects everything in the business world from customer services to sales. Technology can improve and enlarge the power of any brand. Technology is an important part for Mc Donald's because it can enhance its brand power. Technology also assists in advertising, sales, marketing and also in customer service. It will assist improving the performance and productivity of Mc Donald. With the help of effective technology Mc Donald can improve their online payment and delivery facility.

Environmental Factors

Government takes necessary action for the environmental protection. That action of government affects the fast food company's performances (Dzenopoljac and et.al., 2017). Mc Donald has a major focus on becoming sustainable supply chain and environmentally friendly because the environmentally friendly brands have a huge customer base. If any branch doesn't focus towards their environmental liability, then they may suffers huge losses of reputation.

Legal factors

Laws and regulations have a high impact on the organizations. The legal environment of a country majory influences the business performances and process. Compliance is also a main factor which can impact on the Mc Donald's operational activities. If the country's legal environment is favourable than brands operate profitably and safely.

SWOT Analysis

SWOT analysis is an important for a successful fast-food chain company. It is essential for company to continue dominating fast-food industry. It identifies Strengths, weakness, opportunities and threats. McDonald's SWOT analysis show that the company needs to improve flexibility and globality.

1 Strengths – McDonald's has established a strong brand name through an effective promotion and best quality of food. It is one of the most celebrated fast food chains worldwide.

This is strong brand loyalty towards consumer of their quality, product variety etc. McDonald's have a large product range from drinks, desserts and burgers. It is the tenth most valuable brand in the whole world. It is considered the best tasting fries in the food industry. The main strength includes moderate market diversification and strong brand image. It is a standardized process, which is a strength that contributes to company efficiency and product consistency. This analysis shows that the organizations have the capability to maintain correct and effective operations. It is the most valuable fast food brand in the world. The company operates the second-largest restaurant network in the world (Helmreich and Merritt., 2019).

2 Weaknesses – McDonald's weaknesses are linked to the company's market product and processes. It includes main weaknesses such as low product diversification and limited process flexibility. Majority of McDonald's revenue are from the U.S and other western economics, this is a main weakness. The main weakness of McDonald's company is limited range for vegetarians, food considered unhealthy. Most jobs at this company are low paying and low skilled. Weaknesses include lack of product differentiation, slow financial growth and decline brand image etc (Koohang, Paliszkiewicz and Goluchowski ., 2017). This company ensures consistency, but company also reduces flexibility in responding to market variations. McDonald's menu is a quite complex and include a wide range of products.

3 Opportunities – McDonald's needs to create better used of technology to improve connections with customer and service delivery. To sell a wider option of food aimed at the vegetarian market and introduce a greater range of coffees such as decaffeinated drinks. McDonald's opportunities are linked to its global growth and product mix. It is including opportunities such as market development in the Middle East, product diversification and expansion in developing countries. This SWOT analysis shows that a significant opportunity for global expansion and growth. McDonald's company have many opportunity and it can help the company to improve its management structure, strategic growth and business performance (Lee, Shiue and Chen ., 2016). The McDonald's adopted many opportunities such as opening more joint ventures with several different retailers and creating more play places for the children in more of the restaurants.

4 Threats – the threats to McDonald's are based on socio-cultural trends. These aspects of

SWOT analysis deals with the external factors and limits business development. The main threats to McDonald's company include healthy lifestyles, GMO regulations and trend and aggressive competition. The restaurant industry is highly competitive. This aspect of SWOT analysis shows that McDonald's needs to create new policies regarding new product. This company faces significant competition from regional, national, international and local retailers of food product (Hock, Clauss and Schulz ., 2016). These are the few threats that company faces such as risky investments on technology initiatives, cultural threat while operating in various countries etc.

This SWOT analysis shows that McDonald's should have to improve efficiency and business viability through continued global expansion. It is also necessary for the company to enter new industries related to the fast food restaurant industry and reduce risk by developing new products (Aparicio, Bacao and Oliveira ., 2016). It will continue to move from weakness to strength as a fast food retailer and take advantages of the opportunities that arises from their operating environment.

Organisational ethical standards, values and beliefs

Organizational culture is considered to be part of set level of behalf in the term of both employer and employee that's helpful in influencing the major level of decision making within the behaviours of an organization in perfect manner. This is more level of simpler way to understand how the business stands to have performance is all about their culture of the organization. McDonalds is the organizations which have the clear level of focussing of the value, belief by the used of employee in order to have the grasping regarding there uniqueness have originations or evolves of have the operating in perfect manner (Zhu, Anagondahalli and Zhang, 2017). There has been there distinction at the three level of culture which have the level of differentiation on basis of viability and accessibility by the respective individual in perfect manner.

Organizational culture of McDonalds

Hence in the company's the original culture have its level of evolution from the founders and their respective family culture which are overtone with family values and religion. The culture has the major level of emphasis on the human resources development which is helpful in supporting the business growth and success in the international fast food restaurant market in

perfect manner. the organizational culture has the proper level of labelling of the company picturizations that is people centre city in perfect situation.

The feature analysis of the MacDonald has the following level of prioritization which is such as the people centricity, individual level of learning, organizational learning and inclusion of diversity. As the several level of assumption have been made by the firm over there large number of employees in different nations by serving around 53 million in more than 30000 restaurants in more than 100 countries (Harris, McDonald and Sparks, 2018). the culture of the firm has bene introduced as there risk alleviations as the employee are always considered to be under observing which providing the level of assurance that's they do not fall in their pothole without compromising the future position of company.

The firm have the sue of the coutorial approaches for the employee as they are considered to be the parts of important resources and believe that's to be always motivates in the respective work in perfect manner. The employee is stated to have there freely communications which have the high lightening their series level of assumption in order to ties together difference between the employees in order to have attaining of organizational success. This strategy have the breakdown there management level of structure as they are less level of centralized. On the other hand, the company have the contradiction level of policy stating there is no level of focus in motivating the service motivators along with reorganization of few levels of opportunities in order to whom have plan to stay and work underpraising for longer period of time.

Culture sustainability

As the culture sustainability in MacDonald's have been the great issue for the concern stating to the example of coffee and beef. As the firm burgers are among the best level of iconic items which is mad pf the 100% ground beef (Drewnoski and et.al.,2017). The firm is trying to take major level of responsivity in order to lead and help he industry towards the more level of sustainable food production. As in the case of the beef, the film has there supported the initiative for the beef reduction stating that's it is environmentally sound, protecting the animal health and welfare. The firm have all added that it improves their farmer and community level of livelihoods. As at gains the major level of sustainability in the product of the form, the global movement have taken place gaining the extensive level of momentum through the conservation , collaboration along with local and ground table meeting which is influencing the community

and company to gains major level of sustainability in supply chains logistics and beef production all around the world (Hur, Hofmann and Koo, 2016).

As the confirm to b greater extent regarding the corporate social responsibility for the organization as listening and participating fir gaining the knowledge sharing have electrifies the insight which have helped in tree alleging the diversity in inclusions as the cultural pillars of Customer Obsessed, Better Together, and Committed to Lead by affecting the business in a positive way.

Corporate social responsibility

As McDonald's 2020 CSR & Sustainability Framework aspirational goals include ae such as Supporting the level of sustainable beef production by having the collaboration of the of principle and criteria which is been committing to begin the level of purchasing the portion of beef with verified level of unsustainable resources (Mofokeng. and Ndlovu, 2018). In addition to that's the firm have the aim of sourcing the full amount of coffer, palm oil and fish in order to have the supporting of sustainable level of production. There will be procurement of the fibre-based level of packaging which will be comping form there certified and recycled sources by saving almost the fruit, vegetables, dairy of low facts and whole level go grains among the top nine markets.

This will be externed to their increasing the restaurant level of recycling by the 50% an minimizing the waste which will have the major contribution in the increasing the efficiency of the company level of owned restaurant in the market (Lee. and Lambert, 2017). Hence the company is the having the power to bring the level of transformations is the global food places and leading the firs in sustainability by tasking the aspect of ethical standard and organizational culture. At the it has bene conclude that's their sustainability is the concepts which can't not take the place in defective manner without having the proper level of customer engagement and connection. In addition to that's their catapulting momentum on key social and environmental issues, the difference McDonald's can make is bringing sustainability to the masses, making it part of our everyday business life and the lives of our customers

CONCLUSION

From the above report, it is concluded that the effective work culture is very essential in the Every organisation. The effective work culture in the organisation helps them to enhance their Performances and productivity in a very efficient way. Mc Donald should have to develop best

Work culture in their workplace to improve the performances of their workers. It is also concluded that the many internal and external factors of the business environment will negatively or positively affects the performances of business. Effective organisational values, cultures and ethics also encourage the employees towards the achieving company's goals and objectives.

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