

Introducing to the modern workplace (Group Work)

McDonalds Corporation



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Contents:

1.Introduction

2.Background of McDonalds organisation

3.Goals and objectives

4.Management and leadership behaviours

5.Group and team behaviours

6.Motivation and perceptions

7.Conclusion

8.Reference list

9.PowerPoint Presentation

1. Introduction

Currently, most organisations around the world are making tremendous efforts to create a modern workplace in their organisational environment. There are still some larger growth prospects in a modern workplace than in other workplaces. Currently most people or employees in the market like to work in a modern workplace. Making a modern workplace is not a small task for a company or venture, because a company has always required to use specific intelligence and funds to systematically formulate a modern workplace. The McDonald's company's new workplace is explored in this study. McDonalds is one of the largest organisations in the international fast-food industry, which currently has a relatively high market share. The Headquarters of this company is in Chicago, United States. This study will explore many other elements of a modern workplace, such as patterns of management and leadership, goals and objectives, group and team behaviours, motivation and understanding.

2. Background of McDonald's organization

The ongoing transformation, the requirement for reforms aborning efficiency, the growing expectations of employees, and therefore the importance of ethics within the functioning of business are just some of the challenges faced by the developing enterprise. of these factors should complement one another in an exceedingly harmonious way because they are the premise of a well-functioning organization.

Success comes over time and begins, as within the case of McDonald's, with a wholesome product like a milk drink and a hamburger, developed by brothers Richard and Maurice McDonald. the start of the conglomerate's existence is considered as 1955 when the restaurants were transformed into a network supported a licensing system. (McDonalds)

McDonald's is now a brand in itself and is recognized jointly of the biggest fast-food conglomerates within the world, producing quick snacks and drinks (Harford T.) and serving its dishes on a series of over 38,000 restaurants in over 100 countries for over 69 million customers on a daily basis. As compared with a people market, it is currently 1,326 restaurants employing over 125,000 employees. (Modern Statement) Brand value is currently valued at \$ 129.3 trillion (Statista.com)

To take full advantage of its distribution and marketing potential, McDonald's operates under a franchise license, because of which it is greater supervision

over the centralization of its strategic plans. On the one hand, it minimizes the prices related to running one point of sale, on the opposite hand, it delegates responsibility to the licensee for the management of subordinate personnel. It is also partly a neighbourhood market verifier, due to which the corporate saves on research. (Harford T.)

The company, striving to optimize its sales, focuses on high-quality cooperation with local entrepreneurs also like many other brands with an extended tradition and operating range. Among them are Cat bury, Coca-Cola, NBA, Hasbro Monopoly Game, and filmmaker. (Profitworks)

The quality of products and customer service is supported by solid advertising pillars. Well-functioning marketing implies that the restaurant's products and services are diversified into generational, and cultural groups. because of this, the brand is equated with an area dedicated to families with children.

The strength of the McDonald's system is additionally mutual support, and shut cooperation, irrespective of economic conditions. Therefore, it focuses totally on those activities that bring benefits to both customers and employees. ecause the quality of the offered products and also the speed of the service are important within the fast-food industry, it's important to pick the personnel that, following the strategy and vision of the corporate, will achieve the goals set by the corporate.

It is well-known that only economic entities with a high level of social capital, because of the graceful flow of data, knowledge, and skill, can achieve a competitive advantage. Especially in a world environment that is culturally diverse. Therefore, the corporate, enriched with its own experience and its employees, adjusts management in an optimal way through flexibility within the balance of personal and calling.

McDonald's also places emphasis on the expansion and development of its employees, that specialize in their teaching and training within the organization. These principles and values, combined with the range of employees, have created a positive brand image for the organization. They are also an investment, not a cost: better-trained employees are more valuable employees. They are more valuable to the organization they're parting of, now or within the future. (Modern Statement)

One of the most challenges in human resource management is additionally ensuring the organization of motivated employees. to attain this, the corporate

undertakes variety of motivational activities the least bit levels of management, starting from managers who should have knowledge of the wants and expectations of their subordinates and therefore the ability to influence their attitudes and behaviour, to human resources specialists who have the power to shape motivation employees by designing effective incentive systems.

Both the company's organizational culture and management styles are reflected in employee attitudes. It is directly associated with the work environment. Therefore, to discuss with the values that guide the described company, we decided to point important elements that have an immediate impact on the success of the brand during a dynamically developing international environment.

3.Goals and objectives

McDonald's corporation genuinely appreciate their consumers. This is the base for setting concrete priorities and goals. This section is intended to cover various organisational priorities and objectives as well as how they are defined. The definition and processes are explained below.

- **Goal/aim:** In an enjoyable and friendly atmosphere, McDonalds' mission is to deliver quality food so that customers are completely satisfied. The central factor in this process is the addition of value to its stakeholders. Again, McDonalds wants to be accountable to the community (Ceil, 2017).

How the goal is established

McDonalds aims to be an organisation that serves food. That's the basis for setting the first component of the goal. Both delicious and nutritious foods apply to quality food or decent food. McDonalds is dedicated to delivering nutritious meals made from healthy food products to their clients. The above satisfies the first goal. McDonalds prepared an entire cleaning and procurement method to create this purpose. Most of the foods are prepared using organic ingredients. This is to guarantee the town's best and healthiest products. The second part of their target concerns the ecosystem that serves food. McDonalds' official website uses the word "fun environment" (Cucagna and Goldsmith, 2018). Good food ensures that consumers can feel more relaxed enjoying the food at the

outlet than taking it as parcels in a fun setting. This purpose has been created in every corner of the world by creating a specific outlet system. In their shops, McDonalds UK and McDonalds USA do not have much differentiation. They have established a certain way of maintaining a fun atmosphere. Enjoyable food brings together friends and families. This part of the goal is well-recognised by considering more attachment from friends and family. The third part of the objective is to be accountable to the community. A mandatory element for corporations is corporate social responsibility. They must be socially accountable and ethical. The last chapter in the organisational goals is the concern of shareholders. The main contributors to the organisation are shareholders. Their happiness must be in the main part. A fulfilled investor is only achievable if a good amount of revenue is earned by the company. Food attracts customers to the company and happy customers will bring better fortune. (Best, 2020) This is how in the firm shareholders are valued.

The entire purpose of McDonalds illustrates the goal of a company to create itself as a global brand.

➤ **Objectives:** The corporation has certain strategic priorities that help the organisational mission. Such objectives are described as follows:

1. To gain confidence and love from customers: McDonalds looks after its clients. Therefore, their mission is to serve food that consumers can appreciate and familiarity with the brand. With this target, the goal of quality foods is fulfilled. This was created in order to generate brand loyalty. The loyalty of consumers to the company is seen as a significant factor for business enterprises. McDonalds can get a competitive advantage from this target while working in the UK. McDonalds has taken several steps to achieve and develop this objective. The first step is to arrange a variety of suppliers to supply fresh food products (Gilbert, 2011). Kitchen hygiene and knowledgeable customer service have been crucial ways of achieving such objective. When setting the first aim, McDonalds considered several factors. The first one is the value of maintaining better employee behaviour. This is to build a confidence and love chain. McDonalds can benefit from this enhanced customer experience.

2. To satisfy interested parties: McDonalds seeks to be a company that provides much more than "just food." The organisation's official website reports that

previous questions have been raised by its stakeholders. Suppliers, staff, and shareholders are carefully maintained. Their happiness is the aspect that contributes most to this circumstance. Fortunately, McDonalds provides their workers with consistent inspiration. In this organisation, employee retention is well-organised. The satisfaction of employees is as required as satisfying suppliers. The company is spending GBP 43 million for training and growth purposes alone. They care about the group and the workers who provide their services for the success of the company. Development and training opportunities are guaranteed to earn the organization's proper amount of appreciation. (Gilbert, 2011). Once more, the company must find suppliers of good food products in order to serve good food. The business integrates several operational procedures in the entire process. At McDonalds, all external and internal stakeholders are given value. Their level of satisfaction is the secret to achieving a high level of recognition.

3. To contribute to the development of the community: McDonalds has a strong record of community support. In particular, the organisation promotes the local football community and the younger generation to participate in sport events. The organisation puts its best effort into planning such activities. Once more, the growth of local communities ensures the organisation does its utmost to eliminate contaminants. Recently, McDonalds changed their packing materials from plastics to paper. The organisation also recycles aluminium foil. Within a wide variety of countries, McDonalds operates (Sachs, 2013). The donation must, therefore, be funded by the local authority. The situations in which the company remains up to the ground are these.

How objectives are established: Any unique rules and responsibilities must be upheld by a multinational company when operating in a foreign country. Local engagement is often valued. A good organisational attitude towards the group and stakeholders is defined by all three objectives of McDonalds. The company is improving and improving its branding not only by serving good foods, but also by serving customers, employees and suppliers. By this condition, quality improvement is being ordained (Ceil, 2017). At the same time, these objectives are fulfilled.

The organisation needs customer engagement, community participation and satisfaction from stakeholders (Sachs, 2013). Any of them is only feasible if the

corporation maintains a business organisation's ethical views. McDonalds is becoming, from this point of view, a profitable multinational company with a huge coverage operating in the UK. They are responding to targets and objective.

4.Management and leadership behaviours

In terms of building a modern workplace, leadership and management behaviours play quite outstanding roles. In this case, the company's top management has always had to take steps to help impact the actions of different managers and leaders in their business activities. This is very necessary task to the company's upper management, because after positively affecting their behaviours, upper management will simply be able to make an effective and modern workplace. For making a modern workplace, there are existing management of this company must conduct many activities, like; it should be developed its work culture or environment, because effective work culture is the first requirement in the terms of formulating a modern place of work. There is an efficient and ethical organisational culture that often contributes greatly to building a modern workplace, according to many business experts and specialists. In this case, to turn an ordinary workplace into a productive and modern workplace, the positive behaviour of different leaders and managers at McDonalds is very critical.

★ Management and function of management at McDonald's organisation

Organization can only achieve their goals and objectives by the co-ordinated efforts of their members, and it's the task of management to induce work done through others. Management is prime to the effective operation of labour organizations.

- Definition of management- Management is that the process of coping with or controlling people. it's also a process of getting people together to attain goals and objectives. The four principal functions of management are planning, leading, organizing, and controlling. (*Laurie Mullins,2005*)

McDonald's became successful in achieving good output based on the four main functions.

- Planning- Planning is the fundamental function for McDonald's management because it ensures that everyone is working towards shared objectives. It also ensures that the available resources are effective in order to achieve goals. The vision of the company is to provide the best quick service everywhere in the world and therefore their plan action purpose is to maximise available resources.
- Organizing- Organizing providing the material and human resources. It also involves formulation of the organisational structure of the company. McDonald's organisational culture improve employee's inspiration and motivation.
- Controlling- The function of controlling is to verify that plans, instruction and principles. Controlling at Mcdonalds is sustain trough activities that motivate workers and ensuring that the company policies are understandable. The line managers at every francizes are responsible for employees' work to follow the company standards.
- Leading – Leading is the fourth management function, which also involves achievement of organisational goals. To effectively implement this function, McDonald's uses communication strategies, temptation and power. The company encourage employees to work in groups in order to improve motivation and coordination. (*McDonald's*)

Different managers and leaders within the business environment of McDonalds also needs to be self-motivated to make a modern workplace. They should understand on common thing that, there are lots of employees working there under command, so that they are fully responsible to make or create that type of workplace that can provide great growth opportunities to all employees within the daily operations. There is implementation of employment law within the McDonald's workplace is also very necessary in the context of making a modern workplace, because in a modern workplace, there is employment law that always exists (Agbogun, 2019). By considering and adhering to this law in the workplace, existing fast-food companies will be able to maintain a modern workplace in their own business environment.

➤ **McDonalds scientific management**

Scientific management (Taylorism) can be defined as a management theory that analyse workflows to improve efficiency. Frederic Winslow Taylor is the father of scientific management and he set out some principles to guide management.

Taylor's style of scientific management is noticeable through McDonald's preparation, specific systems, and training. McDonald's corporation encourages their employees through many effective ways. The company creates promotion programs, competitive wages, hard work and motivation. Furthermore, the company established the bonus system for the employees to perform efficiently.

★ **Henry Fayol's 14 principles of management at McDonalds**

- Division of work- The work is divided among individuals and organisation, improvement in quality and reduction in cost.
- Authority and responsibility-Authority have the rights to give orders and take responsibility
- Discipline- The workers must follow the organization's policies and responsibilities.
- Unity of command- Employees should follow the supervisor's instructions and guidance.
- Unity of direction- The operations must be led by a single manager and a single strategy.
- Subordination of individual interest to general interest – Every workers or groups should follow the interest of the organisation and not for their own ideas.
- Remuneration of personnel- Satisfaction on employees and employers. All workers must be paid for their services and assistance.
- Centralisation- Creating a central power involved in decision making.
- Scalar chain- Communication should follow this chain: Restaurant Manager-First assistant manager-Second assistant manager-Trainee Manager-Floor Manager-Trainee floor management-Crew Member-Trainee Crew Member
- Order- This principle include material and social order. Social order involves specific place for every employee of the organisation. Material orders include avoidance of loss materials and machines.
- Equity- Dealing with employees throughout all levels of the scalar chain, managers need to be kind and reasonable.
- Stability of tenure of personnel- The workers should be made permanent in order to keep them in the organisation
- Initiative- In order to encourage and motivate employees, the supervisor must show initiative.
- Esprit de corps- Building unity and harmony in organisation.

(Laurie Mullins, Management and organisational behaviours, 7th edition, 2005, p.197-198)

★ **Leadership behaviours at McDonald's corporation**

- Definition of leadership-Leadership is an act of behaviours; it is art of motivating a group of people to achieve a common goal.

According to Laurie Mullins leadership might be interpreted in simple terms, such as “getting other to flow” or “getting people to do things willingly”.

- McDonald's Democratic Leadership Style

Leadership extends beyond the managers at McDonald's Company and is supposed to flow down to any employees. Furthermore, anyone who works for McDonald's should demonstrate some leadership skills and strive to help other McDonald's workers develop their work. To help each employee to become great and for the corporation to be successful, the company figure some theories. McDonald's company discovered that different individuals need different type of motivation. For example, those who working in the kitchen may prefer to have a free meal during the shift while those who receiving orders and payments may prefer to have extra break so they can rest properly. Managers believes that if they keep things new the employees would not be bored and demotivated.

Marla King, training managers in Hamburger university McDonald's USA said: “When we look at leaders, we bring in leaders that have talent, who are able to motivate people, who are able to lead people to accomplish our overall goal and without leadership we would not be able to sustain long term growth. So, leadership is that foundation of understanding what quality of McDonald's is.”

(Leadership in McDonalds-<https://www.youtube.com/watch?v=d4ku02LmHy0>)

Task-oriented behaviour and People-oriented behaviour are the two fundamentals categories to understand and compere the different styles of leadership. Two major types of behaviour are recognized within each of this category and they are consideration and initiating structure. Consideration reflects people-oriented behaviours. Considerate leaders are friendly, communicative and demonstrate concern of people working for them. Initiating structure reflects a leaders' task-oriented behaviour. This style of

leadership provides detailed instruction, planning, attention on the deadlines, set goals with instructions on how to achieve them.

5. Group and team behaviours

Team and group behaviours also influence the modern aspect of McDonalds' workplace, therefore management in this organisation must take decisions to improve group and team behaviours. (Gomez and et.al., 2019). Basically, there are lots of teams and groups working within the business environment of this company for achieving their respective targets in decided time period. After having effective behaviour, there are upper management of this company will simply take very productive work from its various teams and groups. In addition, the management of this business has already adopted numerous theories relating to the growth of group and team behaviour, such as Belbin's team development principle and Tuckman's team & community development theory, etc. The company will be effective in positively improving the attitudes of different teams and groups in the workplace by using all these theories. The Tuckman theory of team and group development has been discussed below, which would allow McDonalds to consistently improve the actions of different teams and individuals in terms of building a workplace environment.

Tuckman's group and team development theory

Bruce Tuckman developed this principle in 1965. Tuckman's theory uses by many of businesses or venture in this dynamic world for making their groupwork or teamwork more effective, in which upper management at McDonalds also has required to take actions towards adopting and implementing theory of team and group development. By using this theory, this company will be able to positively impact the behaviours of various existing teams and groups. Essentially, four main stages of development have been included in this theory, in which all these stages are discussed below.

Forming: In the forming process, McDonalds' top management must notify its different teams or groups about the expected goal. (Redlein, 2020). There are always more than 2 employees works within a teamwork or group, so that upper management has required to aware each employee about its role in the teamwork or group, about what actual target to achieve, about what the resources has required while completing target process, etc.

Storming: Second stage is storming in which management tries to establish an outstanding relationship within a team or group work between different employees. On the other side, the management has required to use various motivational theories also motivate different employees in the teamwork to achieve the final target.

Norming: In the norming stage, existing management at McDonalds has required to make an effective work culture in its workplace, because it is necessary to make satisfied all employees within teamwork and groupwork. In this stage, upper management should appreciate its various employees as well for encouraging them to put their great efforts in the place of work.

Performing: Performing is the last stage in the Tuckman's theory, in which upper management should celebrate achievements within it's all employees, because it is necessary to motivate them for performing well in the future tasks. By conducting this stage, upper management of McDonalds will be able to positively affect behaviours of its teams and groups as well.

These are key stages in team and group development theory of Bruce Tuckman, so that upper management at this fast-food company is highly required to consider these all stages in its workplace (Hicks, 2017). The management will defiantly be able to impact behaviours of its teams and groups in very productive manner. At the end, the management at McDonalds can be simply managed effective and modern workplace within its business environment.

6.Motivation and perceptions

Two main elements of a modern workplace are motivation and perception. Essentially, in a modern workplace, most workers and individuals often have very positive motivation and perception, so that these factors will impact the company's top management to make the motivation and perception of its employees quite productive. Administration should try to make highly motivated to it's all employees, because after having a workforce of making motivated employees, McDonalds will be able to more expand its business operations in the international market. There are various theories of motivation available, so that upper management of this company must choose one of these motivational theories to highly motivate different employees in the workplace. By using motivational theories, company will able positively affect perception its various employees as well. For example, currently Maslow's theory of motivation is very productive theory that currently uses by lots of ventures and

companies in the market, so the existing management at McDonalds also must use to this theory to highly motivate its workforce.

Perception of quality, health, nutrition, value

Perception refers to the requirement which is from the firm or service providing company where this is related with making scenes from different situations. In this there is the perception of getting the health products along with quality of the food and the taste should be better in getting a highly customer base. This is one of the reasons for attracting a high number of customers which is there in the MacDonald's where all such perception can be fulfilled or need to be filed by the company. In this, the perception of the customer is that the food is being totally evaluated and there is a fixed number of calories and many ingredients which are required to make it tasty along with high quality for the health. They are likely to provide the better calories which are said to be at-least where the Subway's under 500 calories. There is one of the high reasons for getting high number of customers which is due to having the awareness and the compliments which is getting in the customer to other one which makes them visit to have some purchase which is due to its taste quality, nutritional quality, along with having the high value which is not having the bad effect on the health (Batrakoulis and et. al., 2020). Customers like to have the larger portion in less price which is one of the reasons for the high value of the product of the brand MacDonald's.

Menu perception categories and visiting frequency

This is the one which is based on demographics where the perception categories which are there for the visiting frequencies. There are the adult age group which are the higher visitor's group of the MacDonald's where there are many of them need to have such one of the great tastes which can attract them there where the menu perception is there which is related with high number of preferences along with range. In this, there are many age groups also which are generally with their family where the children of them are the one of big reasons for there. Visiting frequency is the one where the better menu is the one of the factors which influences the customer. Fast food is the one which is there of very low cost along with convenience for the families and their children which makes it one of most likely choices on the menu. Due to having the healthy one, everyone in the family likes to have this as for the taste. Such a reason which is one of the specifications of the fast food which is highly in demand and the marketing of such fast food is very high among the families for their children along with prompts children.

Moreover, according to the research, there are least customers of the higher age group like 45 and above who visit least frequently to the MacDonald's (Ohrling and et. al., 2016). The menu perception which is the categories of health along with nutrition and which is having the high quality of food are being positively visited by MacDonald's.

Motivation

Motivation is a process that helps to initiate, guide and maintain objective behaviours of any person. Usually, motivation includes several acts which are biological, emotional, social and cognitive that help to activate proper mannerism in the body. In the context with McDonald, the employer that has successfully implemented a new plan to make employees feel motivated and engaged, not only with organisation but also help in creation of rewards distribution and benefits of proper provision. The selected firm raises the employee performance and productivity by ensuring all programmes which are based on their work and attitude and contribution given to enterprise. McDonald started the employee benefit programmes which help employees to get rewards and create positive factors inside employees to do work and complete tasks in given time. McDonald business changes in various years which depend on growth and other factors which help employees in learning skill and knowledge and this thing creates opportunities. Motivation is a key feature which helps employees to focus within the organisation. McDonald also incentivise and keep support with their behaviours through the bonus scheme and for this its four hundred company owned restaurant. This thing develops motivation, and the company grows itself and with the support of employees. Employees seek the objective which is given by the organisation in such a way to develop new strategies and new plans and this happens only with the support of employees (Ko, S and et. al., 2018).

McDonald's has many schemes by which they engage the employee towards the organisation. They usually make several strategies and plan for the employee to get motivated. There are many schemes which are usually followed like motivation scheme portfolio, appealing recognition schemes, global awards scheme, communicating motivation plan. The vast range of recognition and incentive schemes in operation at McDonald where blackshire objective is to streamline the portfolio to formulate several offers. This total incentive and bonus scheme. The motivation is also collected or gathered from company support department staff, meanwhile they are eligible for McDonald global

president awards scheme. In these five winners are chosen each year from the nomination tool and techniques (Gutteling 2018)

. Winning staff receive all expenses which is a tour program, the winner must visit to Chicago trip and total expense and other prizes. This helps him in selecting organisations to get attached with employees and these programmes create motivation inside employees for work.

Maslow's theory of motivation

This theory was first introduced by Abraham Maslow in 1943, in which this theory of motivation uses by many of organisations in the market (Henry and et.al., 2018). In general, this theory involves five primary human needs that drive them in personal life, so all these needs have been addressed below.

Physiological needs: humans have primarily involved main needs, such as climate, food, clothing, etc. that can inspire McDonalds individuals highly.

Safety needs: Safety also requires to be strongly motivated by individuals in the organisation, so this also includes key criteria.

Love and belongingness: Forms of love and belonging also inspire workers in the workplace.

Esteem needs: In these needs, employees at McDonalds tries to be highly motivated with positive perception to increase their levels of dignity.

Self-actualization: These are needs where employees get motivate and set their perceptions to achieve some additional valuable things.

Top-level management of McDonalds fully responsible to follow the concept of Maslow's motivation theory (Wainwright and et.al., 2019). This theory can contribute to making a modern workplace within company.

As per the above discussion, motivation and perceptions are key measures of organisation which is created inside the employee by various interventions. This helps the organisation to achieve the desired goal of organisation. Employees play the key role in this.

7.Conclusion

The purpose of the considerations undertaken by our team was to draw to attention to the importance of issues associated with management and the

work environment at McDonalds - one in all the most important restaurant chains within the world.

Appropriate motivation and a carefully structured structure of relations between the corporate and therefore the team of employees is very important in achieving the goal and contains a large impact on the company's development strategies. Understanding people's attitudes and their commitment to figure makes it is possible to seek out appropriate management techniques. A well-coordinated, competent, and trusting team of employees is that the company's greatest asset, irrespective of the industry.

The most difficult task of a manager is to extract what is most useful from them. Because each employee is nice in an exceedingly different field, and therefore the real value comes from cooperation. To attain this, however, you wish to properly manage people at every stage, understand their behaviours and other factors that determine their behaviours. Communication, trust, innovative thinking, rewarding, and constructive criticism are several the few instruments that make it easier to know and manage subordinate human capital. After all, it is he who creates the organizational culture within the company and features a direct influence on that.

Also, a properly adjusted work environment is a very important area of professional and social development. It influences the event of professional competencies and interpersonal relations, also because the nature and manner of conduct and building self-esteem.

McDonald's is an example of conducting business in accordance with the standards of honesty, fairness, and integrity. By supporting data for its employees, the corporate creates conditions for the event of leaders and rewards their achievements in line with the thought that a well-coordinated team working in an exceedingly self-respecting and motivating environment is extremely important for continuous success. Innovative management techniques introduced by the corporate over several decades are already the norm within the business of other similar activities of this sort.

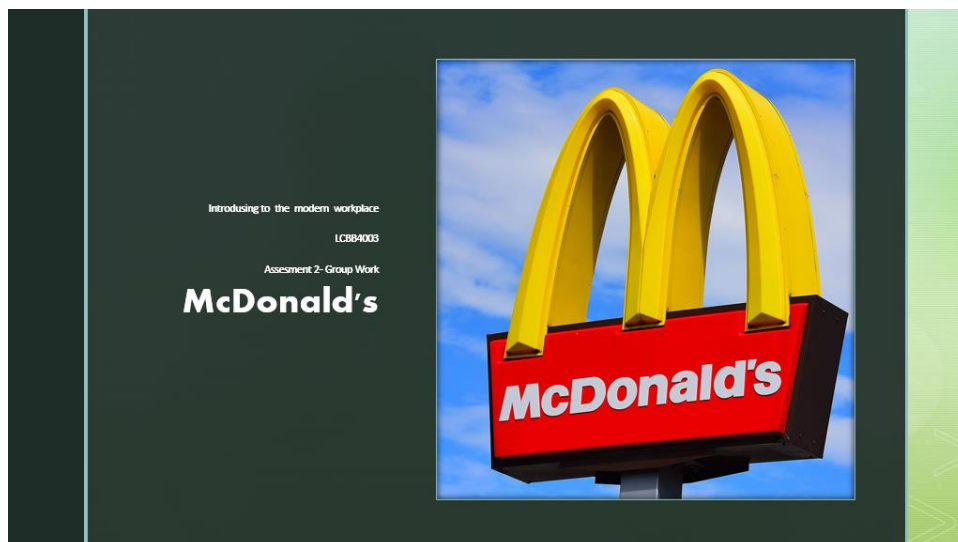
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9.PowerPoint Presentation



Group 1.3

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Zornitsa Karakitukova 1922160 – Goals and objectives

Reneta Chomezova 1914973 - Management and Leadership behaviours

Geta Voinescu 1919643 – Group and team behaviours

Narcis Rusu 1922164 – Motivation and perception

McDonald's Value

Serve
•Inclusion
•Integrity
•Community
•Family



69 mln customers every day

Over 1.7 mln employees

Income 2019 – over 6 mld \$

franchise-based system

Growth Strategy - Velocity Growth Plan

Pillars

- Retain
- Regain
- Convert

Accelerators

- Digital
- Delivery
- Experience of the future

History



- 1948 – first restaurant in San Bernardino U.S.

opened by Richard i Maurice McDonald

- 1954 – cooperation with Ray Kroc
- 1955 - April 15, 1955 McDonald's® Corporation begins.
- 1968 – new product BigMac
- 1972 – breakfast menu
- 1975 – McDrive, Sierra Vista w Arizonie
- 2003 - I'm lovin' it
- 2014 - Made for you
- 2017 - McDelivery

STRUCTURE

hierarchical

divisional

functional

Goals and Objectives

McDonalds has specific organizational goal and achievable business objectives. The presentation is to cover these ideas for showcasing the organization's approach in getting the right amount of appreciation from its customer community.

Goals of McDonalds

- Good Food



Goals of McDonalds

- Fun Environment
- Being Responsible to the society
- Shareholders' valuation



Objectives of McDonalds

- To gain trust and love and customers
- • To satisfy stakeholders
- • To contribute to community development



Management and Leadership behaviors at McDonald's

Functions of Management at McDonald's organization



Planning-mission, objective, goals



Organizing- division, coordination, and control of tasks



Leading-traits, behaviour, influence, interaction patterns, role relationships



Controlling-progress and performance

McDonald demonstrates different aspects of classical management

- Frederick Taylor's scientific management
- Henri Fayol's management principles

Leadership behaviours at McDonald's

- ❑ The process of motivating others to accomplish tasks
- ❑ Leadership is an act or behaviour, is the art of motivating a group of people to act toward achieving a common goal.
- ❑ Democratic leadership style- McDonald Company believes that leadership should not be practiced only within managers but also by every employee in every store

Group and team behaviours

- Behaviours of teams and groups also affects the modern workplace aspect of McDonalds
- Tuckman's group and team development theory

- **Forming:** In the forming stage, there are upper management at McDonalds need to inform its various teams or groups about the decided target.
- **Storming:** Storming is the second stage, in which the management try to maintain an excellent relationship between various employees within a teamwork or groupwork.
- **Norming:** In the norming stage, existing management at McDonalds has required to make an effective work culture in its workplace
- **Performing:** the last stage in the Tuckman's theory, in which upper management should celebrate achievements within it's all employees



Motivation and perception

- Motivation and perception are two key aspects of a modern workplace.
- Positive motivation and perception in a modern workplace

Maslow's theory of motivation

Maslow's hierarchy of needs



- First introduced by Abraham Maslow in 1943.
- Theory generally includes five prime needs of humans which motivates them in personal life, so that these all needs has been discussed below;

Maslow's hierarchy of needs



- *Physiological needs*
- *Safety needs*
- *Love and belongingness*
- *Esteem needs*
- *Self-actualization*

Conclusion

- the management of McDonald's has highly required to make its workplace very modern to gain excellent profit margins and market share in this modern and dynamic world
- The management can change its work culture or environment in a productive manner for making this type of workplace.

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