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INTRODUCING THE MODERN WORKPLACE

Organisational Structure & Culture

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INTRODUCTION

An organisational structure is a process that organises a company in segments according to the skills and their functions. These include the activity of the work force, controlling the member performance and many more. The organisation culture involves the attitude of the management, working environment and motivational action from the management at hierarchy level. The business consists of different sectors as per their abilities of performing action within the workplace (Molinari, De Pietra, and Carungu, 2021). This report is considering Amazon, it is a US-based company founded in 1994, deals as an online marketing site all over the world. Founder of the company is Jeff Bezos. In this report will cover the Organisational structure, culture and behaviour in the terms of company. Further it will include behaviour approach and their various factors.

MAIN BODY

Organisational structure and their influences.

It is a system which draws a structure outline that how the work is going to be done and from whom is going to be done. Every company follows a proper structure to run a business smoothly and in long run in the targeted market. Every institution's goal is to make a profit-oriented organisation so that they can have a competing advantage. It includes a decision-making process, flow of the detail and task at every level in the company and many more activities are involved in this section (Van der Ryst, 2019). It assists in making the company successful by defining the different business goals. It consists of various parts that are hierarchy, functional, divisional and many more. Amazon company follows a hierarchical top-down approach. This type of structure is rigid in nature; it cannot change easily within the company. But the organisation handles it easily and effectively. This factor explains that the decision-making power is in the hands of top-level executives but the information regarding company flows at every level so that every one can determine their goals and objectives of working (Namhata, and Patnaik, 2018). The little team of the executives is accountable to CEO of the organisation with them the members set the objectives, resolve the issues of the firm and their team and build the strategy for future and long run in the market. The structure influences in earning the profit for the company as they sets the achievements for the persons and motivate them to attain their specified goals. It encourages the team members to perform the activity effectively in the concern. This approach

provides a managerial control in amazon. This gives the boost in growth of the firm In global market. It assist in the growth of the company and increase the sales through branding and promotional activities (Wakisaka, 2021).

Organisational Culture -

It is defined as the presume, implicit content, belief and methods of communication that approval to the unique social and psychological environment of an institution. It relates to the body of an organization such as a firm or non profit organisation and many more. It presents the way of communicating in company or the working condition. It is duty of the mangers to create a healthy environment in the organisation so that worker can have the stability in the concern and have a job satisfaction. It includes the various model that assist in understanding the concept of organisation here using handy's model that will explain the culture of the company. The model has the four types of culture (Martínez-Costa, M., Jiménez-Jiménez, and Dine Rabeh, 2019). which is followed in organisation. The four factors are described below:

Power – In most of the company the power are in the hands of few people and they are responsible for making decisions. In this culture subordinates have to follow the rules and decision strictly in the company.

Task culture – In this culture the person having a same interest and specialization come together and make a team. In team the amount of the members are not more than 4 or 5.

Person culture - in some organisation employees feel that they are not more important in the company. Such concern follow the this culture in this type of culture the individual prioritise himself first on the comparison of organisation.

Role culture - it explains the role and responsibility of individual in the company as per their skills and ability of working and interest to extract the best out of him. In this worker decide what best they can perform by having a problem solving skills.

Amazon culture are based on role culture they as the company decision making power are in the hands of top executives so the subordinates are en-roll on the job on the basis of their skills and expertise in the knowledge (Høgevold, and et., al., 2021). The subordinate have to follow all the rules strictly and they were assigned by their task and objectives.

Organisational behaviour -

It is the study of both the unit and individual performance and action with in the organisation. It is in order study and application of knowledge about how individuals and units action in the

company where the person operate. It is the study of human behaviour and the organisation. The main motive of the company is to have systematic working in the organisation. It includes a discipline, strategy, creating communication and setting goals for an individuals. As amazon follows a hierarchy structure in the company, the follow the flow of detail in level to level. Company internal and external behaviour is ranked in top company. It has been state that company is ranged in top brand in online marketing company (Tooranloo, and Saghafi, 2018). Its responsibility of management to keep the healthy environment in the company so that employees can work freely in the concern and they can be satisfied with their jobs. Its the duty of employees to perform the job effectively in the company. It explains the relation between e employee and employer a good relation creates a successful objective in the firm. Company believes in providing quality goods to the consumers so that they can be a loyal consumer for the firm. Company motivates the employees by encouraging them, by rewards and compensation moreover they believe in leadership quality the senior subordinates of the company are assigned by the top executives so that they can control the members effectively and systematically. There are main features that company involve in their behaviour are discussed below (Fulmali, 2020).

Motivation – It is the responsibility of the managers to motivate their employees constantly so that the operations can be increased and the ability of the employee can develop. The basic motive of encouraging employee is to have a productive function in an organisation. It is the process of energizing members for achieving goals of an organisation. The duty of the manager to influence employees to perform their best while working in the company. These factors promotes the workers for performing efficiently and it is involved in performing a job. This is done by the employers by rewarding there (Naranjo-Valencia, and et., al., 2017). employees as promotion, in achieving a goal and objectives

Leadership – The company have the leaders in the firm so that they can have a systematic function in the firm and smooth functioning of the operations. The behaviour assist in having the competing advantage and helps in increasing the sales of the company.

Influence – company has the power of influence their workers in various ways to work with them happily. They have various section in organisation that make the operation more effective and efficient so that the company can have the organisational goals.

Various factor influence the efficiency of the employees.

There are varied factors that influence the employee behaviour internally and externally. Which are described below (Zand, and et., al., 2019).

- **Leadership-** Leadership Styles are method of providing direction, implementing plans, and motivating people. It classifies how person behave while leading a group. In 1939, a group of researchers identify different styles of leadership and each leadership styles has its place in leaders checklist. A visionary abilities of leaders are agility, judgement, innovation, interpersonal tact, and domain knowledge. The company is responsible to have a positive and understanding environment in the company so that employees gets a good command and feels motivated to (Erthal, and Marques, 2018) perform productive. With the good leadership the employees feels devoted towards the job. The leader should share the decision making ability with the group members by promoting the interest of the group members. This leadership is most effective and creates higher productivity, better contribution from the members and increase the group team spirit. the manger should commendation and acknowledge to there employees on their execution. They should encourage them to work hard so that they can grow interpersonal.
- **Work culture** - workers must to feel comfortable at workspace for them to stay happy and positive towards their performance. Rules and regulation should be similar for all the employees. The company must not have the complicated reporting leader and management in the organisation. Clarity is important at all level. Job security is compulsory for the employees so that they can feel safe in the workplace (Cross, and Carbery, 2022).
- **Job responsibility** - Workers must be asked to action what is good they can perform. Management should not pressure the employees to perform they should make them free and motivate them and provide them opportunity to improve their skills time to time. it determines that the member should be responsible for the work. The seniors should provide the control in the hand of managers or employees , so that they will understand their responsibility of doing task on time by attaining the objectives (Newton, and Knight, 2021).
- **Effective communication** - Management should communicate effectively with team members. While workers feel not valued, they didn't perform activities with the interest

in work. Company requires to involve them in team in major discussion of the organisation. So that they can express their views in the public freely and share their ideas their views.

- **Relationship at work** - it is essential to have a good friends at workplace. The person need to to talk so that they can feel familiar at the workplace to discuss their views and experience while working in the organisation. It is essential for company to allow the employees to talk with their fellows so that they can reduce their stresss and frustration at work space.
- **Growth and promotional opportunity:** the organisation should provide time to time opportunities and growth offers for the employees, so that they feel motivated and work hard for achieving that opportunity (Çıdık, and Phillips, 2021).

CONCLUSION

From the above report it is concluded that organisation structure assist in dividing the structure into functional areas it consist a various activity . In above report it is discussed that amazon company follows a hierarchical organisational structure it is rigid in nature but the company follows it easily. As the company makes all the decision with the top level team the employees and subordinates have to follow the rules strictly. They organisational culture of amazon adapts a role culture as they assign the task and duties as per the qualification and their skills so that work can be done productively. They have organisational behaviour that supports the workers in motivating them and encouraging them to work properly and provide them a opportunity to improve their skills and ability so that can be useful in the organisation. And the factors that influence in growing the efficiency of employee that can hit the sales volume of the organisation. The above discussed points assist in maintaining a efficient behaviour in the company and can create a good communication between employee and employer.

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