

ASSESSMENT 1

**ORGANIZATIONAL
STRUCTURE AND
CULTURE**

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INTRODUCTION

Organizational behaviour is being defined as the study of the individual and group behaviour and their performance within the company. for the businesses to be successful it is very essential for them to manage the organizational and human behaviour within the business. the present study will outline the relationship between the concept of the organizational structure and the culture for analysing the performance of the business. for any company it is essential that they manage both the structure and culture of the company in order to get successful. Hence, the present report will include the analysis of the culture and structure within the company and how they are managed and maintained.

MAIN BODY

Concept of organizational behaviour within organizations

Organizational behaviour is referred to as the study of the human behaviour within the organizational setting (Kraśnicka, Głód and Wronka-Pośpiech, 2018). This can also be defined as the interface between the behaviour of the human and the company itself. For a business to be successful it is very essential for them to manage and maintain the organizational behaviour. This is pertaining to the fact that if the organization and human behaviour will not coordinate with one another then the company will not be able to attain its organizational objectives. The organizational behaviour also studies the human behaviour and what impact does it create over the working environment, structure of the job, communication, performance of company and employees, motivation and many other factors which leads to the success of the business. the OB has generally four major elements which need to managed for getting successful. These elements involve the factors like people, technology, structure and external environment. For managing the behaviour of the company it is very essential for the businesses to manage all these four elements in such a manner that they are optimally used and success is attained.

- People- The people involves the employees and other stakeholders working for the success of the company. It is very essential for the company that they keep the people happy and satisfied as without people the work cannot be accomplished in the company (*Key elements of organizational behaviour*, 2021).
- Structure- In addition to this structure of the company is also very essential to be managed and maintained. This is particularly because of the reason that if there will not

be proper structure then employees will not know what work they have to do. The structure defines the relationship between all the working and activities which are essential for the business to be undertaken.

- Technology- in this modern business world, there are many different types of the technology which need to be adapted by the business for the smooth working of the company (Carvalho and et.al., 2019). This use of technology makes it very beneficial for the company as employees can work in more easy and effective manner.
- External environment- this is the most essential aspect to be undertaken as the business operates in external environment and if the changes in external environment will not be adapted then this will affect working of company. hence, for effective management of business and maintaining organizational behaviour it is essential to have effective analysis of external environment.

Organizational structure

Organizational structure is being defined as the system which outlines how the activities of the business need to be divided in order to attain the objectives of the business. this involves dividing the role and task to the employees in such a manner that the objectives of the business are attained in effective and efficient manner. This involves dividing the role, power, responsibility and authority to employees in such a manner that objectives of business are attained in effective manner. There are different types of organizational structure which a companies can follow which are as below-

- Functional organizational structure- this is a type of structure under which the work is structured on the basis of the different functions. Under this people with similar knowledge and skills are put under the function in which they are good. This involves specialised working in the field where people are good and effective so that they can improve more on their skills and knowledge.
- Horizontal or flat structure- this is a type of structure wherein there are few level of middle management among the leader and the employees or in some cases there is no middle management (Kim and et.al., 2017). This involves just the leader and under them directly the subordinates and followers. This structure provides more of the responsibility to the employees as there is no middle management and directly employee gets direction

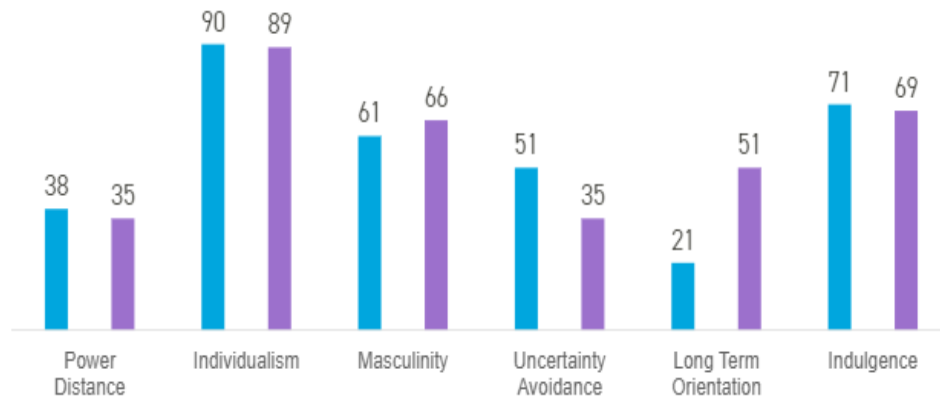
from the leader. But on the other side this might also create confusion relating to work as employees are direct under the leader and leader has many people and work to deal with.

- Hierarchical structure- this is a type of structure which is shaped like a pyramid and is the most common type of structure which is followed in most of the companies (Braithwaite and et.al., 2017). This type of structure contains a direct chain of command that is from top management to the lower level of management. Here the decisions are taken by the top management and is being communicated to the lower management with help of middle management. The lower management is having any issue then they have to also communicate through the middle management only.

Out of all the three, it is advisable to the company that they must make use of the hierarchical structure as this is more beneficial in comparison to others. In addition to this another reason for the selection of hierarchical organizational structure is that this will motivate the employees to work in proper and effective manner as they know from where they will get the direction and whom they have to report to.

Organizational culture

Organization culture is being defined as the collection of the expectation, values and practices which guides and inform the action of all the team members for attaining the objectives of the business. For the businesses it is very essential that they create a culture in such a manner that all the employees feel comfortable and happy in working within the company. In case the companies are able to manage the organizational cultures then this provides a proper alignment and coordination in the activities of the business. this is particularly because of the reason that when the company will have proper culture then employees will work in effective and efficient manner (Beugelsdijk and Welzel, 2018). Hence, this will result in the effective development of employees and the overall development of the company. For management of the organizational culture the best model to be used is the Hofstede culture model. On comparison of the culture of UK and Australia



(Source: *Country comparison*, 2021)

From the help of the above data, it can be stated that the culture of the country also affects the working of the organization within the company. This is particularly because of the reason that when the company exists in a country then they also undertake the same culture which is being followed by the country. In comparison with Australia it was seen that power distance in Australia was 38 and in UK it was 35. Power distance is referred to as the extent to which less powerful members of organization within the country expect that power is distributed unequally. Australia has a low score which states that in Australian organizations hierarchy is established for convenience.

On the other side, UK had the score of 35 which comes under lower ranking and states that it is a society which believes that inequality among the employees must be minimized. Further individualism in Australia was 90 and in UK it was 89 which is a very slight difference. This means that both the countries are very highly individualist and have private people. Here the children are taught from starting to think for themselves only and find unique way of living their life.

Now comes the next aspect of culture that is masculinity in which Australia is 61 and UK is 66. This data reflects the fact that culture of both the country has a masculine society. Here the more preference is being provided on the masculinity rather than preference to feminism. In case of the uncertainty avoidance the score of Australia is 51 and of UK is 35. Uncertainty avoidance is referring to as the extent to which members of culture are feeling threatened by the unknown situations and which have created beliefs which try to avoid these is reflected. For Australia the score is 51 which states that it is very intermediate on this dimension. On the other side UK is 35

which is very low score on uncertainty avoidance. With low score on uncertainty avoidance the country UK is comfortable in ambiguous situations.

In addition to this for long term orientation the score of Australia is 21 and of UK is 51. This means that culture of UK businesses involves an intermediate score and a dominant preference is being given in British culture is given which cannot be determined (Huang and Crotts, 2019). On the other side, Australia score was 21 which states the country has a normative culture wherein they have strong concern relating to establishing the absolute truth. In the end the last aspect of culture is indulgence which involves the extent to which people are trying to control their desire and the impulses based on way they were raised. Australia is having a score of 71 which reflects the fact that this is an indulgent country and people in society generally exhibit a willingness to realise their desire and have a positive attitude. In against of this UK has a score of 69 which indicates that UK is also an indulgent country and people have a positive attitude and more tendency towards optimism.

Relationship between organizational structure and culture with organizational performance

Hence, from the above discussion it is clear that there is a great relation between the structure and culture of the company. This is particularly because of the reason that when the culture will not be good then employees will not feel happy working within the company. In the same manner then the structure of the company is not clear that this will affect the working to a great extent. The major reason pertaining to this fact is that when the structure and culture will be good then this will improve the working environment and employees will be having more clear direction as what needs to be done. Hence, this will result in improved working condition and increase in the profitability of the company.

Effect of different factors on individual behaviour within the company

There are many different factors which create an impact over the individual behaviour within the company. These factors involve the elements like nature of the job, ventilation, age, gender of the employees, capabilities of the employees, perception, attitude, reward system within the company etc. are some factors which will affect the working and individual behaviour of employees within the company (Kristjánsdóttir and et.al., 2017). This is particularly because of the reason that when these factors will not be good and effective within the company then this will not motivate the employees to work in better and effective manner. For instance, if the

attitude of the employees is not positive then this will affect the working capability of the employees.

CONCLUSION

In the end it is concluded that for the success of the company it is very important for business to manage the organizational behaviour. This is pertaining to the fact that OB deals with the analysis of human behaviour in order to accomplish the aim and objective of the study. The above report concluded the fact that for management of organizational structure, hierarchical structure is better. In addition to this it was analysed that culture has a major impact over the working of the company. also it was found that country culture affects the culture of the company as well.

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