

UNIVERSITY OF WALES TRINITY SAINT DAVID

MODULE:

**WORKPLACE CULTURE AND ITS IMPACT ON
ORGANISATIONAL EFFICIENCY**

TASK 2:

**SUMMARY OF MY INDIVIDUAL REPORT
REGARDING EASY JET PLC**

Name: Elena Furnadzhieva

Student ID: 2113997

Module code: BMSW5105

Lecturer: Olusoyi Ashaye

This is a summary, where I will identify and explain the key areas revealed in my written report regarding Easy Jet Plc.

My report starts with a short introduction and includes the background of EasyJet Plc.

EasyJet has become one of the most successful low-cost airlines in Europe, operating with a high degree of efficiency and innovation. The company's success is due in large part to its commitment to providing low-cost, high-quality service to its customers. EasyJet's focus on operational efficiency allows the airline to provide affordable fares, while still maintaining a high level of safety and customer satisfaction.

In my report, I have identified and discussed several key areas related to EasyJet Plc. These include the company's organizational culture, performance, and environmental and ethical approaches.

EasyJet's organizational culture and structure have played a significant role in the company's success in achieving both financial and non-financial performance, by fostering a culture of innovation, decentralization, and continuous improvement, and by building long-term strategic partnerships with key suppliers and authorities.

EasyJet's innovative approach to passenger safety and organizational performance has been highlighted in my report, including the company's use of agile management and decentralization. The benefits of such an approach have been discussed, including improved efficiency, flexibility, and motivation of staff members.

I have evaluated the broader environment in which EasyJet operates, using PESTEL Analysis, Porter's Five Forces models, and SWOT Analysis. These analyses have identified key drivers for change, including increasing competition, regulatory pressures, and changing customer preferences. The recommendations provided in the report aim to help EasyJet address these challenges and maintain its position as a leading low-cost airline.

Also, in the report I have discussed the ethical approaches facing EasyJet, including its impact on the environment and social responsibility. The company's efforts to address these approaches, such as reducing carbon emissions, create a welcoming workplace for employees of all backgrounds, cultures, and abilities, promoting sustainable practices, etc.

In summary, EasyJet Plc has adopted several ethical approaches as a part of its organizational culture. These practices help to create a positive image of the company, increase customer loyalty, attract, and retain talented employees, and improve financial and non-financial performance by reducing risk and minimizing negative publicity.

Overall, the report provides recommendations for EasyJet to enhance its sustainability performance, reputation, and long-term value for stakeholders. These recommendations include reducing carbon emissions, adopting sustainable practices, enhancing social responsibility, improving transparency, and reporting, and fostering innovation and agility.

In conclusion, the recommendations provided in the report aim to help EasyJet continue its success as a leading low-cost airline while also addressing environmental and ethical challenges and positioning the company for long-term success in a rapidly changing industry. By implementing these recommendations, EasyJet can enhance its sustainability performance, reputation, and long-term value for stakeholders.

References

- Alkhatib, A., Abuhani, R., & Othman, S. (2020). The impact of organizational culture on organizational performance. *Journal of Business and Social Review in Emerging Economies*, 6(1), 38-45.
- British Broadcasting Corporation. (2022). EasyJet to test hydrogen fuel cell planes. Available at: <https://www.bbc.com/news/business-60331006>
- EasyJet Plc. (2022). Annual Report and Accounts 2021. Available at: <https://corporate.easyjet.com/investors/financial-results-and-annual-reports.aspx>
- EasyJet Plc. (2022). Our commitment to sustainability. Available at: <https://corporate.easyjet.com/sustainability/our-commitment-to-sustainability.aspx>
- European Commission. (2021). European Green Deal. Available at: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en
- Freeman, R. E. (2020). *Stakeholder theory: The state of the art*. Cambridge University Press.
- Grant, R. M. (2019). *Contemporary strategy analysis: Text and cases edition*. John Wiley & Sons.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2019). *Strategic management: concepts and cases: competitiveness and globalization*. Cengage Learning.
- International Air Transport Association. (2022). *Airline Industry Economic Performance*. Available at: <https://www.iata.org/en/iata-repository/publications/economic-reports/airline-industry-economic-performance/>
- International Civil Aviation Organization. (2021). *Aviation Benefits Report 2021*. Available at: <https://www.icao.int/environmental-protection/Pages/aviation-benefits-report-2021.aspx>
- Johnson, G., Scholes, K., & Whittington, R. (2019). *Exploring strategy: Text and cases*. Pearson.
- Kotler, P., & Keller, K. L. (2019). *Marketing management*. Pearson.
- MacLean, H. L., & Lave, L. B. (2021). Life cycle assessment of greenhouse gas emissions from alternative jet fuels. *Environmental Science & Technology*, 55(4), 2272-2281.
- Porter, M. E. (2019). *Competitive strategy: Techniques for analyzing industries and competitors*. Simon and Schuster.
- PwC. (2021). *Airline industry analysis: Tracking the recovery*. Available at: <https://www.pwc.com/us/en/library/covid-19/airline-industry-analysis.html>
- Schein, E. H. (2019). *Organizational culture and leadership*. John Wiley & Sons.
- Schumpeter, J. A. (2019). *Business cycles: A theoretical, historical, and statistical analysis of the capitalist process*. Routledge.
- The Guardian. (2021). EasyJet unveils plans for electric planes to be flying within a decade. Available at: <https://www.theguardian.com/business/2021/jun/15/easyjet-unveils-plans-for-electric-planes-to-be-flying-within-a-decade>
- Thomas, R., & Berti, R. (2019). Green aviation: A review of the current status of aircraft technology. *Journal of Cleaner Production*, 227, 895-905.
- United Nations Environment Programme. (2021). *Global Environment Outlook - GEO-6*. Available at: <https://www.unep.org/resources/global-environment-outlook-geo-6>