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Introduction

Modern workplace should respond fast to the changes of market and predict the customer requirements, brings technology and people together for innovating fast has accessed for Deeping information for highly strategic decision making. Taking this into consideration, the research is going to discuss the organisational cultures and structures of New Balance UK that should influence their organisational performances. Even research will also discuss various factors that influence the individual's workplace behaviour in terms of behavioural approach.

New Balance UK is major apparel producers and sports footwear across the globe along with maintains production presence in UK. They are the only supplier in European market and manufacture popular models include 990 models- in the contrast to the rivals. The organisation sales varieties sport products like shoes, sportswear for both men and women. The organisation stands for bigger compare to sneakers. The organisation is fearlessly driven through the passions and does right through the people and planet (Newbalance, 2021).

Finding and analysis

Ways organisational cultural and structures should influence organisational performance

The organisational culture mainly plays the initial function to model performance and behaviour of the organisation by collective individual member's efforts of organisation. Culture of the organisation should be the principle factor which should contribute toward the organisational success due to this should influence staff's behaviour. Organisational culture should develop the sense of the service mindness, ownership, group work and the open interaction in the workplace. For example, the culture of the organisation affects New Balance's pattern to handle the functions within as well as outside of the firm. The culture is vital of making environment within the firm to be worked frequently with the staffs. While staffs get the positive workplace environment their results gets higher than ever. Hence, it can be said that New Balance maintains the power culture. The organisation believes their associates are meant to be developed, want to create talents as well as share the passion for the business. The organisation rewards passion with the generous, sector-leading advantage and create opportunities that support associate's entire well-being, wealth and health. Inside the organisation there are various opportunities like professional development, the rewards to give back, and many more. The organisation observes to achieve the strategic goals, every associate

are encouraged of taking ownership of development process as conquer personal aspirations. Opportunities vary through the location as well as brand however should include non-traditional as well as traditional development programs include customised group sessions and monitoring. On the other hand, the organisation is committed of providing back toward community. The organisation offers associates various processes for getting involved at the time of work hours. The organisation's Community Connection program of corporate volunteer delivers group volunteer and cross functional opportunities at the time of Dollars-for-Doer programs and Personal Volunteer Time. Hence, it can be said that New Balance maintains ideal work environmental culture in their organisation (Hähn *et al.*, 2020).

On the other hand, organisational structure also creates huge impact on the organisational performance. Structure of the organisation has the impact toward the performance of staffs, the poor firm structure means there should be less work delegation, low productivity, the centralised decisions as well as no-incentives delivered. The groups of organisational structure together in several fashion where hope of the owner should be the perfectly promote the productivity. In the ideal world, the staffs should be able of interact, share the resources, still be highly efficient and coordinate the activities. The perfection does not exist, however product owner should consider the trade-offs. For the instance, the staffs in the highly specialised tasks should be highly productive however the innovation disappears. While considering that structure of organisation adopts, the owner will examine the way framework should impact the productivity as well as its reason. For example, New Balance maintains the hierarchical organisational structure. The organisational follows the structure, obligation and positions are divided into several parts for ensuring the task should be completed smoothly and efficiently. The top of the pyramid of business have the maximum authority as well as responsibilities (Kiani *et al.*, 2020). However, the several management layers create the annoying bureaucracy with the bad effect toward collaboration and coordination among the managers. So, New Balance is required to eliminate some management layers should be completed as early as possible to develop (Newbalance, 2021).

The organisation maintains the hierarchical structure due to this has layers as well as various people are reporting into over one person before the data get toward boss. This structure has various levels. All are mentioned by the one person. Hierarchical organisational tends to be the huge firm. In the hierarchy commands that are normally passed down from one to another person until this gets toward hierarchical structure's bottom. So, while trouble occurs in the structure this could move up by structure again from one to other person until this gets toward

where this is supported to be. Because of complex structure this also takes long time for activities completion (Mariasavery, 2020). On the top of the structure New Balance has CEO Joe Preston and Chairman James Davis. Followed by there are HR, Marketing and Merchandise, the creativity, warrior, EMEA, and many more. However, this creates issue as any information from CEO to ground level takes time to pass and hamper the productivity of the organisation. So, the organisational structure negatively impact on organisation's finance (The Official Board, 2021).

As per behavioural approach, way various factors influence individual workplace behaviour

The process where individual addresses the circumstances single-handedly as well as is influenced in the team through various factors. Major factors that influence the attitude in the social and personal life are the abilities, the gender, culture, race, attitude, perception and the attribution. In New Balance there are various factors that influence the individual behaviour such as,

- **Activity Reinforcement-** Technique is similar to Grandma's Law where people have to finish their vegetables before having the dessert. Staff is entirely encouraged to be performed the behaviour that is less preferred before preferred ones. The preferred activities should include the job which staffs likes, benefits, free passes of party, enjoying art activities and more. Technique mainly works with the every staffs (Tutorialspoint, 2021).
- **Contract-** The contract is the written assignment among the employer as well as staffs. Content is mutually developed as well as particularly behavioural employer and staff expectations along with time lines, consequences and rewards for the failure of meeting commitments. The contracts also take the time in developing however are supportive due to every parties are specific about conditions and expectations. Starting with the short periods of time as well as the realistic objectives. The reward also praises the progress with the praise (Tutorialspoint, 2021).
- **Reprimand-** The reprimand is the scolding for the inappropriate behaviour which is potentially injurious toward others, self or the property. Develop the eye contact and deliver the expressions firmly clearly, privately, immediately, swiftly as well as calmly. Ensuring the expected behaviour as well as consequences of the continuous unsuitable behaviour are must need task (Tutorialspoint, 2021).

- **Pay-** Paying itself is the important factor which influences staff's behaviour. While pay is proper then employer's behaviour should be perfect.
- **Interest Boosting-** The technique is applied while employer notices where the staff stops work toward the task because of boredom or the internet loss. The employer should offer support, also praise the work accomplished so far as well as encourage staff to finish the task (Tutorialspoint, 2021).

Working in the group has been the part of the culture since starting of the cultivation. Dynamics have totally changed dramatically over the time. The technology should blame for periodically disrupting process organisations collaborate at the work. The telephones, telegrams, emails, papers- total new invention has had potentiality of empowering the collaboration. High technological influence in the business is delivering cutting edge to the group work by various social tools available in ecosystems. In current situation, new staffs breed- Generation Z is entering in the companies and are culturally varies from predecessors, due to they have developed up with the technology as well as they apply chat and text more compare to generation existing today (Kiani *et al.*, 2020). For example, in New Balance Sports technology group has qualified sports shoe effect toward the movement of foot, through analysing 3-dimensional force and motion data. Information was gathered from sprint related series performed through elite athlete's shoes (wearing sprint) as well as barefoot equivalent control shoe. The pioneering technology of Additive Manufacturing called as 'Selective Laser Sintering' was applied after that (Mariasavery, 2020). This technology uses the laser energy to the sinter small plastic particles to develop precise, eliminating requirement for expensive tooling and modules and complex 3D components. It enables researchers to change footwear properties for matching requirements of individual athletes (KIROVSKA *et al.*, 2020).

While the differences among losing and winning should be the fraction of the second, include the technology would prove the pivotal. Potential boosting medal-winning prospects in Britain in sporting events and commercial advantages transferring technology toward high street have brought recognition of project international as well as sector awards such as Professional Engineering Innovation Awards. This is the example of individual's behaviour in New Balance through technological innovation factor. This helps the organisation to become 'The best Support for the industry through category of Higher Education Research'. This factor helps organisation's project group to work closely with the partner UK Sport to create upcoming generation sprint spikes applying pioneering additive production technologies.

The organisation was also introduced the new technologies for making shoes as well as trained staffs with properly working in the small groups with 5-6 staffs as well as technical skills. While the staffs work through group, there should know one another as well as become friendlier. It should make firms environment in proper situation. Organisational production was improved through switching tasks in all few minutes as well as supporting one other of making items in the quality. Through switching task, staffs should be highly experience in specific works (Hähn *et al.*, 2020). Even in the other hand, staffs in New Balance trained in operating the computerised equipment of sewing and the automated stitches. This makes staffs to do work of 20. It causes organisation safe their time with delivered the highest products quality. The organisation did not undertake the celebrity of endorsing items and due to firm face output in limited compare to other rivals. The organisation also collaborates properly with the small entrepreneur's numbers.

Conclusion

The research concludes about the modern workplace and its role on New Balance UK. The research also concludes that New Balance maintains Ideal Work Environment culture as well as their culture is principle factor which will contribute on the success of organisation because influential behaviour of staffs. The research also concludes the organisation maintains the hierarchical organisational structure. The organisation also concludes their influence of staffs by maintaining specific structure and culture of the organisation. The research also concludes organisational structure has impacted on various staffs' performance. The hierarchical structure mainly create negativity as the task could not pass timely and going into the lengthy process. So, the cultural role is useful in the bigger firms like New Balance determined from the research. The research also concludes about the activity reinforcement, the contract, reprimand, pay and interest boosting are the major factors which influence individual behaviour of the staffs. Even this is concluded technology is highly impacted on the individual's behaviour in New Balance which helps the organisation to maintain dynamic environment in workplace.

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