



Prifysgol Cymru
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Lecturer: Dr Hoang Dang Nguyen

Name: Radu Maimescu

Student ID: 2131119

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Introduction

The report focuses on a comprehensive discussion of the importance of organizational culture and structure which have a significant influence on reaching the goal of business organizations. Here, the special reference to British Airways has included this discussion on its attainment of organizational goals. The presentation perfectly reflects how the organizational structure and culture of the leading airline company have influenced its organizational performance. Here, different factors are also discussed that have an important role to affect employee behavior. Different factors on the part of British Airways are discussed to highlight the employee behaviors of this organization. Well, being of employees is the key factor upon which the success of a company can stand.

Effect of organizational structure on its goal attainment

Organizational structure means a system that indicates specific performances needed to fulfill the mission of a business organization. The activities include - roles, rules, obligations, etc. The organizational structure also reflects the wave of information in an organization. There is a strong influence of organizational structure on goal attainment. It can promote the employee performance of a business organization depending on the effectiveness of the supervisory relationship and the productivity of workflow influence. The emerging performance management system observes the frequent reviews and goal-related activities of a business body. The performance management system works well when a fixed policy of the organization is enacted to look at the workflow of a company continuously. Performance management includes a wide range of activities like - identifying targets, specifying measures and metrics, observing the employees' goals to the organization's objectives, etc.

A structured organizational structure defines the individual activity of a business organization and its interconnection with the whole system. Different types of organizational structures include divisional, matrix, futarchy, functional, etc. Through the proper utilization of organizational structure, any type of business industry can set an environment of complete hierarchy within the organization. Many organizations face confusion related to employees without a fixed frame of organizational structure. But, a planned and good structured organizational structure can increase employee efficiency and productivity leading to the overall development of an organization. The structure can be shown through a diagram or

pyramid chart by analyzing the classification of people according to their power, work efficiency, and potentiality (economic times, 2022).

British Airways is part of the international airline group and is controlled by 6 members of a managing team. They include significant posts like - Director of Engineering, Commercial Director, Director of Investment and Alliances, Commercial Director, etc. They have to prepare different types of executive decisions that can proceed with the spontaneous workflow of the company. In the organization, the existing cross-functional form of the team performs its duties in project-related workforces. The performance management team of this company has been able to make a good relationship between its employees and employers and it creates a good environment within the organization. Using its organizational structure the company becomes one of the largest airline industries in the UK. It uses the Bravo recognition system for continuous observation of the performance of shareholders and all the staff. Though this system is involved staff and managers, it does not have sufficient time to deliver a clear measurement of review, and managers are not also provided with proper guidelines. The performance measurement of British Airways includes the framework, targets, plans, and objectives for the proper development of the organization (EduBirdie, 2022). The right observation of the performance management system accelerates the performance of the airline company. Through the proper utilization of organizational structure, the airline company has fixed their attention to their three main goals by decreasing the environmental influence and improving the life of communities which can reveal their business responsibility. The organization has the target to make it an effective organization by following its techniques of organizational structure (studycorgi, 2022).

Effect of organizational culture on its goal attainment

Organizational culture comprises the combination of expectations, values, and practices upon which the action of team members depends. Through the continuous process of organizational culture, an organization can move toward its success. The positive culture of a company brings the company's performance to a qualified level of success and skill and through this way business performance can be achieved greatly. It reflects different aspects of performance in the business including contract terms, punctuality, employee benefits, etc. Through this process, employees can work in an organization with more value that can support them to work with comfort. The high performing business organizations can achieve a lively atmosphere of

organizational cultures by cultivating different types of qualities like - trust, performance, appreciation, alignment integrity, etc. These have a strong value to create an effective organizational culture that has a key role to contribute to an organization and make it a high-performing business platform. A good term of alignment is achieved through an effective combination of the company's aims and employee motivations. Trust is a very vital thing for making a good organizational culture (Wong, 2020). Through this process employers and employees can put trust in each other and express their minds which can play a beneficial role in the overall performance of the company. Teamwork is also a key ingredient to establishing an organizational culture that can help an organization for achieving a projected goal with a creative and collaborative atmosphere. The culture of giving appreciation plays a significant role in the workplace by proving the employee's motivation for succeeding in their job.

By acquiring an international reputation the airline company British Airways becomes one of the reputed airlines that holds a good organizational culture and by holding it can be able to make itself one of the leading aviation centers. Of the suffering in the contemporary economic recession, the company has felt an urgency to change its organizational culture. The hierarchy system of the company makes the basis of the cultural practice of the company. It works through the process of passing down the information from the board of directors to its executive managers. Managers then handover it over to the executive directors. There is a high-quality culture existed in British Airways which is observed by its fair attitude to its workers from different backgrounds, religions, ages, cultures, sex, etc. There is no discrimination among them and they always strive their best to provide customer satisfaction. It is a very good practice that can help any work to achieve good organizational culture. The organization promotes a favorable atmosphere to its customers and provides the maximum level of security to them so that they can feel a friendly era of attachment at the time of taking flight from it. Health and safety measures are also provided by the company to its customers. British Airways always focus on providing a good environment to its customers and employees. In British Airways, there is both role and task culture. According to the first one, the employees of this organization know well about their function and task culture gives employees different benefits from being motivated to the workforce (YILMAZ, 2022).

Factors to influence employees' behaviors

Employee behaviors reflect the employees' understanding and overall attitude towards work and their reflection and response to it. There are different types of internal and external factors that can influence employee behaviors in an organization. For the positive impact of employees' behaviors, leaders and managers have a significant role to motivate employees to inform them about new skills and technologies. It is very important from their side to motivate the employees' direction positively and energetically. They should be conscious so that employees can not feel pressure to work with them but a kind of spontaneous interest (Diamantidis and Chatzoglou, 2018). Work culture is also a great factor to make an effect on employees' behaviors. Employees always want a comfortable place to work where they can work with full potentiality with fairness and their interests and security measures are protected with fair principles. Job responsibility is also a factor through which employee behavior is reflected. By following this factor employees are provided with their favorite job roles without putting the burden on them and encouraging them to improve their skills. Employee behavior is motivated through effective communication. When employees are allowed to express their opinions and views on the relevant problems. In this way, they feel interested to do work in their workplaces. By allowing good relationships with colleagues, business authorities must improve employee behavior which has a direct impact on their work, and thus it can play a great role in the development of an organization (Managementstudyguide, 2022).

The leadership of British Airways

British Airways through its leadership development scheme has proved its effective leadership impact on its employee behaviors. By following this they can get long-term achievement in its business performance and employee retention. The effective leadership approach of the company is achieved through action learning and interactive workshops. The leaders of the company get positive feedback from their employees but in many cases, there is an objection to its autocratic leadership style. British Airways continues to motivate its employees and they are satisfied with their work, though the decision-making and strategic communication process BA's management has affected its employees due to its centralized structure of decision-making. On the other hand, BA authorities have provided their employees with huge rooms to work with their innovative ideas for the sake of organizational benefit (McCulloch, 2021).

The work culture of British Airways

The highly qualified work culture of British Airways has motivated its employees to work with it. They are very comfortable working in this place being permitted to express themselves with

their views and opinions. The company always gives focuses on health and safety measures for its employees and customers. There is no discrimination of age, religion, culture, or background. With a culture of diversity and open-mindedness, the company always motivates its employees to work with them. The working atmosphere of British Airways is highly productive through which they can always get a new and strategic way of business performance and in this way, the employees of the company become the heart of this company. Thus, the work culture of British Airways provides high motivation to its employees (British Airways, 2021).

Effective communication of British Airways

BA is a significant place where effective communication can grow and the employees get a suitable scope to thrive. The company thinks enough about the well-being of the employees by concentrating on their views, opinions, and advice. The managing authority can build up a smooth network through which the employees of the company can make communicative channels with their authorities. The leaders always give priority to the words of the employees and they are not hesitant to listen to advice from them in any type of critical situation. By giving them priority the leaders surely motivate the employees and guide them towards a positive workforce by achieving the goal of the company (locusassignments, 2022).

Healthy relationship in British Airways

The leaders of British Airways always focus on healthy relationships among all of its employees, employers, and stakeholders. They believe in fair and smooth interaction with the employees which can increase the productivity level of the company. With the feature of flexible working, leaders always want to build a smooth relationship with their employees which has a positive impact on the workforce of the company. The authority of the company gives importance to their employees' personal life which has a key role in building up a good relationship between its employees and employers. Without good relationships the workforce of a company can not be achieved, hurting its overall development. Thus, they motivate their employees to a high productivity level (locusassignments, 2022).

Conclusion

Throughout the report, different types of factors have been discussed that play a vital role in the organizational performance of a business. Organizational structure, culture, factors of employee motivation, etc are perfectly described to present a clear analysis on the fact how these factors play a significant role to create in influencing organizations' business performance. In this context, here the name of the leading airline company British Airways is mentioned and it is shown how its organizational culture and structure have impacted its business. The company has maintained a rich culture through which it can achieve a flourishing working atmosphere with its employee motivation.

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