

# Introduction of vodafone company



**ASSIGN  
BUSTER**

Vodafone Company has a long way since them making the first ever mobile call on 1 January 1985. Today Company operating with more than 371 million customers around the world. A small mobile operator in Newbury has grown as a global business and the seventh most valuable brand in the world. Now run its operation in more than 30 countries and partner with networks in over 40 more. C: UsersuserDesktop7. jpg

In this connected world, it's no longer just about being able to talk and text. Vodafone network allows people to share their images and videos as soon as they're captured. In 1991 Vodafone company made world's first international mobile roaming call, and very recently introduced ' Vodafone Money Transfer' which allows emerging market customers to send and receive money safely and easily using their mobile phone.

### **1. 0. 1-Mission**

“ We will be the communications leader in an increasingly connected world”

### **1. 0. 2-Vision**

“ Unleash the power of Vodafone to transform societies and enable sustainable living for all”

## **1. 1-Introduction of Lanka Bell**

Lanka Bell is a world class Telecommunication operator that provides best quality service to businesses and its residential customers. Lanka Bell was started in 1997 within an investment of over US \$ 150 million. C:

UsersuserDesktoppla. jpg

## **1. 1. 1-Vision**

“ Be Sri Lanka’s premier Next generation communication & Information Solution Provider”

## **1. 1. 2-Mission**

“ To provide innovative next generation technological solution by identifying and meeting customers need better than any other industry player, while maximizing the growth of our business for the benefit of our stake holders”

## **Organization structure of Vodafone Company**

Group CEO

Chief of staffs

**&**

Internal Communication

Board of Directors

Europe

Group External Affairs

Group Legal

Group HR

Group Finance

Group Techno-logy

Group Comm-ercial

Strategy & Business Development

Africa, Middle East & Asia Pacific

A Department for each Country

A Department for each Country

## **Structure of Vodafone Company**

Matrix structure is a type of management system that workers report more than one person, effectively having more than one supervisor at the same time.

As the structure of Vodafone Company they follow matrix structure.

Read more: How to Define Matrix Structure | eHow. com [http://www.ehow.com/how\\_4423113\\_define-matrix-structure.html#ixzz25WQ3YFvr](http://www.ehow.com/how_4423113_define-matrix-structure.html#ixzz25WQ3YFvr)

Some features of Matrix Structure

This structure allows focusing on their areas of expertise for the supervisors. And functional supervisors could focus on hiring, training and managing employees in their field and project supervisors can focus on achieve the goals of specific projects or products.

Allows employees from different departments to come together temporarily to work on special project team.

Provides flexibility to respond quickly to a customer need by creating a team of people who devote all of their time to a project then return to their departments or join a new project team.

<https://assignbuster.com/introduction-of-vodafone-company/>

## Culture

As a Vodafone Company they following Task culture, task culture works as selecting a team to complete a particular task. This is one of the effective ways in today's modern business world to complete a task to date.

There are benefits:

They can make decisions within team members

They feel valued because they selected within the team

They have full responsibility to bring the task successful end

Team members feel motivated because they are empowered to make decisions.

<http://www.learnmanagement2.com/culture.htm>

## **Organization structure of Lanka Bell**

Board of Directors

Managing Director

Other Staffs & Laborers

Senior Staffs

General Manager-Information Technology

Deputy General Manager-Credit control

General Manager- Enterprise & International Business

<https://assignbuster.com/introduction-of-vodafone-company/>

General Manager- Technical Operations

General Manager-Admin & Logistics

General Manager- Legal

## **Structure of Lanka Bell**

### **Assumption**

It's an assumption that Lanka Bell is using Functional structure.

Lanka Bell structure is based on Functional structure. This is one of the most common structures using within the company, this structure consists of units and departmental groups identified by specialty. Such as engineering, marketing, finance, sales and human resources that are controlled by the top level of management.

Some advantages of Functional structure

Specialization- each department focuses on its own work

Accountability- someone is responsible for the section

Clarity- know your and other's roles

Easy to focus on single product or service

Creates teamwork

Creates a career ladder

Read more: The Functional Structure of an Organization | eHow. com

[http://www.ehow.com/about\\_6134117\\_functional-structure-organization.html#ixzz25cK37j32](http://www.ehow.com/about_6134117_functional-structure-organization.html#ixzz25cK37j32)

## Culture

Lanka Bell culture is based on power culture. In power culture is influenced by key people. In this type of culture all the decisions are made by key people in the organization. Hence, manager is the person who will take the decisions. To adopt this culture its important all the employees need to make good relation with each other. In another hand managers and senior management never consult form employees while taking decisions. This end up most that employees get de-motivated because, of not consulting.

## **Relationship between an organization's structure and culture can have on their performance of Vodafone & Lanka Bell.**

Organizational culture and structure have a dependent relationship with one another. And these are one of the most important elements that need to successfully run the organization. Organizational structure is the way in which arranges management of the company and power lines. As based on Vodafone and Lanka Bell's structure and culture, it has difference between two companies. Vodafone uses Matrix structure and task culture, and Lanka Bell uses Functional structure and power culture.

## **Strength of structure and culture of Vodafone Company**

Maximizes co-operation and communication among team members.

Freedom and autonomy to take responsibility for their work activities.

<https://assignbuster.com/introduction-of-vodafone-company/>

Having opportunity to achieve company's goals as a team.

## **Strength of structure and culture of Lanka Bell Company**

Each and every staff has specific task to complete

Every staffs are specialize for their role

It will be easy to take decision

**<http://www.wisegeek.com/what-is-the-relationship-between-organizational-structure-and-organizational-culture.htm>**

## **How organization theory underpins the practice of management**

Organizational theory used in many aspects of a working business. In every organization, many staffs they believe the theory help them become better on their jobs and more successful in their life. Although this may lead them having to sacrifice some of their main beliefs in order to succeed. One example of organizational theory in the financial sector would be an employee or manager who wants to know how to achieve goals by having a set structure to follow. In addition someone in a human resources sector will have to make decisions throughout their working day that will definitely change the structure and practice of a working day for all other staff in the company.

<http://management.blurtit.com/q7346416.html>

## **Different approaches to management used by the Vodafone and Lanka Bell.**

### **Human Relations Approach.**

Human relation approach has been followed by both companies. Lanka Bell and Vodafone. Professor Elton Mayo's (1880-1949) research, human interaction or group relationships effects the productivity and it increase the motivation of the employees. So as far as this approach concerns Vodafone allows more human interaction as they practice little bit of team approach within the company, also their department have coordination. However, Lanka Bell human interact is limit to some extent as they have divided into separate division. Each division will work separately to achieve its target, more often divisions may deviate from the organizational goals as they work as separate divisions.

### **System Approach**

Section: 2

## **Different Leadership styles in Vodafone and lanka bell**

Assumption

It's an assumption that Vodafone is using democratic leadership and Lanka Bell is used in Autocratic leadership style.

### **Democratic Leadership**

According to Vodafone Company's information it shows that the company is following democratic leadership style. In democratic leadership style manager will never take a decision without consulting to subordinates. This means that employees get a chance to express their ideas to the

<https://assignbuster.com/introduction-of-vodafone-company/>

management level. Democratic leadership also helps employees to share their ideas among the team. While team members will feel good in the working environment, as they will also be looking for benefits. This leadership style also can lead to better ideas and knowledge. Leads to higher productivity among group members.

### **Autocratic leadership style**

The leadership style used in Lanka Bell is Autocratic and this is not a modern style. As an autocratic style manager retains more power as well as decision-making authority. In this style staffs they do not have their role in decision-making and they are not allowed to give input. So this style is not good for work as a team. And this is one of the best leadership styles that can be used in a situation where control is necessary.

Section: 2

### **Significant technological breakthrough has taken place last week that affects both Vodafone and Lanka Bell and also the industry as a whole. Discuss the impact that different leadership styles may have on the motivation of employees of Vodafone and Lanka Bell in this circumstance.**

This is an assumption that 3D mobile phones have been introduced.

Last week Apple has introduced glasses-free 3D iPhones to the market. And this is the first 3D mobile phone that can be used without glasses. So many of the mobile service providers in the world are planning to upgrade their networks for the new technology, including Vodafone and Lanka Bell.

## **Vodafone Company**

As the Vodafone Company they are using democratic leadership, so their staffs are having wide participation in decision making and it is not a difficult for the management of Vodafone to get new idea from the staffs.

As a result of democratic leadership style:

It increase staffs motivation and commitment to the decision made

It helps employees strengthen their professional development by participating in dialogues.

And also it helps to improve job satisfaction.

By having group discussions which can offer useful ideas. And management put trust in employees and they encourage them to make decisions. So it will be easy to motivate staffs through democratic style.

<http://www.skills2lead.com/democratic-leadership-style.html>

## **Lanka Bell Company**

As the Lanka Bell Company, they are using autocratic leadership style. So it's not easy to motivate their staffs as compare the democratic style. Because Company decisions are taking by management level and there are no involvements of company staffs.

In autocratic leadership style:

<https://assignbuster.com/introduction-of-vodafone-company/>

In autocratic leadership, staffs participation is limited in most aspects of work. And also they have no particular responsibilities so it will be difficult to motivate Lanka Bell staffs in breakthroughs ' like this.

Staffs that working middle management and lower management should follow the decisions taking by manager or Ceo.

One of the main features of autocratic style is Managers or senior staffs do not trust staffs, and simply they give orders that they expected to be obey. So staffs feel that they do not have independent working environment. Because of this management faces difficulties to motivate the staffs.

Section-3

## **Apply different motivational theories within the workplace of Lanka Bell and compare them**

### **Maslow's Hierarchy of Needs**

As Maslow's theory every human must need five basic needs, it include; physiological needs, safety need, love or social needs, esteem needs and self- actualization. If Maslow's theory applies in Lanka Bell's lower level workers could be motivated by having them their basic needs such as; salary. If the company offers good salary workers would show their maximum. And also it's very important to provide security like insurance and retirement benefits. To motivate workers there are some other factors that can affect social needs, status needs and self-fulfillment needs.

## **Frederick Herzberg's Two factors theory**

Frederick Herzberg's theory is depends on main two factors, that is Motivational factors (need for personal growth) and Hygiene factors (need to avoid unpleasantness). As Lanka Bell they have applied motivational factors as that their employees by having challenging tasks and by recognizing staffs achievements. And also by having good salary and providing very well working environment.

## **Comparison of two theories**

As Maslow's theory it is based on the hierarchy of human needs and identified five (physiological needs, safety need, love or social needs, esteem needs and self- actualization) priority basis and their satisfaction in motivating employees. But according to Hertzberg theory he refers hygiene and motivating factors in his theory. Hygiene factors are dissatisfiers while motivating factors motivate subordinates. And it is not included hierarchical arrangements.

## **Motivation theory for managers of Lanka Bell, and evaluate it usefulness in carrying out their job responsibilities effectively**

After the research did for identify the best motivation theory for the Managers of Lanka Bell Company, it shows one of the best and effective theory for every one (workers and Managers) is Frederick Herzberg's two factor theory. It includes;

Hygiene factors

Motivators

## **Hygiene factors**

As the workers, there are some factors that should be fulfilled for the managers better than subordinates. Such as salary, job security and working conditions. By offering good salary and other benefits to the managers they would motivate employees to work hard and they would feel they are one of the most important assets of the Company.

## **Motivators**

As Herzberg theory there are important factors (motivating factors) act as forces of job satisfaction. With these factors it makes managers and staffs happy with their jobs because they serve man's basic needs for psychological growth. In Herzberg theory these factors are five and are called "motivators".

Motivating factors are

Achievement

Recognition for Accomplishment

Increased Responsibility

Opportunity for growth and Development

Creative and Challenging work