

Case study for critical analysis

[Linguistics](#), [English](#)



Case Study for Critical Analysis Ayishia Coles, the executive vice president and the chief information officer of FMB&T, was frustrated with her job. She sent a mail to the president and CEO Marshall Pinkard regarding her problems in the organization. There were several reasons behind Ayishia's frustration. First of all she was confused regarding her authority and responsibilities in the company. Secondly there was lack of coordination between information technology and other businesses of the bank; as a result there was lot of confusion, inefficiency and friction. Moreover other departments were not able to properly define about their requirement from IT. They poorly defined their problems to the IT department although they wanted IT to solve those problems quickly. Ayishia, when tried to act as a facilitator between various departments, were not readily accepted by other departments. This actually increased her frustration. Moreover employees from her department felt that they were underutilized by the organization. This further enhanced Ayishia's frustration. Moreover president of one regional branch was trying to decentralize the IT department, but this attempt would reduce the size of the department. This is one of the main reasons of Ayishia's frustration.

2) If I was in the place of Marshall Pinkard, I would have clearly stated her authority and responsibilities not only to her but also to the heads of other departments. I would have sent a mail to all the department heads regarding the authority and responsibilities of Ayishia and her IT department.

It is a problem of role expectations which refer to the expectation or belief of others regarding the role of an individual who is having a proper designation (Robbins, Judge 2007). In this case the problem could be solved by stating

the role of IT department to all other departments clearly. Each and every department of the organization should have clear idea regarding the responsibilities of every other department in the organization. There was no need to change the entire organizational structure.

There could be various environmental and technological factors which would affect any decisions regarding the problem stated in the case. Organizations internal environment is the key factor here. In FMB&T every other department believe that any technological problem could be solved instantly by the IT department. On the other hand employees of IT department felt that they were not properly utilized by their organization. They wanted to explore various opportunities in the organization in order to apply the technology properly. But organizations did not provide any such opportunities to them. Moreover president of a regional branch wanted decentralization of the IT department, but this would reduce the size of the department. Apart from these organizational environmental factors there are various technological factors which would influence my decision. In today's competitive world proper application of IT is essential. IT is crucial in providing proper customer service, keeping all the information, integrating all the branches of the bank and simplifying bank's operation. Today IT has to be properly applied in order to increase effectiveness and efficiency of the bank. IT is also important for gaining competitive advantages in the market. All these environmental and technological factors would influence any decision in the context of this case.

3) Generally for IT at FMB&T those organizations would be effective who deals in BFSI (Banking & Financial Service Industry) sector. These

organizations provide various technological services for banking and financial operations.

Reference

S. P. Robbins, T. A. Judge, Organizational Behavior. Pearson Education, 2007