

# Sony electronic corporation reports examples

[Business](#), [Company](#)



## **Features of Organization Structure Chart**

Source:

The organizational structure of Sony Corporation is presented above. It clearly suggest that the company has a vertical reporting structure in the organization where different departments and divisions are aligned and they all report to the management of the company. As it could be seen from the organizational structure the company has three main business lines including Electronics, Entertainment, and Financial Services. Each division has different departments that are engaged in different businesses that the company is currently pursuing through its subsidiaries and worldwide operations. It could be further indicated that the company manages these divisions and departments in different countries by hiring management team in these countries. However, it could be stated that the decision-making is centralized as the individuals heading different departments in the company are based in the company's headquarters and all of them are from Japanese descent. In particular, it could be noted that there are ten different departments in the company's electronic division. These are listed below.

Medical: This department is related to manufacturing electronic devices that are related to the field of medicine. The company manufacturers various devices that are either sold to other companies in the market or sold directly to the health service providers.

Device solutions and Semiconductors: These two departments report to the same individuals and they are related to the research and development of equipment, devices, and conductors that are used by other departments of the company.

Sony Network Entertainment, Home Entertainment & Sound and Sony Computer Entertainment: These three departments are interrelated and also support another division of Sony Corporation i. e. Entertainment. These departments design, develop, and deliver electronic products that are required by the company.

**Sony Mobile Communication and VAIO & Mobile: These two departments are related to manufacturing electronic devices in the communication sector.**

Professional Solutions and Digital Imaging: These two departments also report to the same individual and they are related to the development of professional imaging devices.

## **Internal Culture**

The success measure of any multinational organization greatly depends upon its internal organizational culture. It is merely because it can make a major difference in the way they appoint strategies to increase their sales and capture market globally. Also, it is stated that the internal culture of an organization is indicative of the policies appointed and implemented within an organization. Sony has worked its way up to a team of employees and engineers who have skills and respective knowledge to make a difference for the organizational interests. It has been the hallmark of the organization because it has its roots in the Japanese culture of working. The organizational goal is carefully shared among the employees which has allowed creative ideas and concepts of innovations to be a competing factor for the company. It is not just limited to the headquarter country but also in all other countries where Sony is currently operating and undertaking its

sales. The organizational culture is said to have a direct impact on the sales as noted above, therefore, a lot of stress is laid by the company's top management to ensure that all the divisions working in various markets are also following the same internal culture as the home country of the organization. In addition, a lot of stress is laid on the fact that open-mindedness is kept in hand which is not only going to benefit the employees but also all different divisions and departments of the company.

## **Job Description and Specification**

There are a number of significant designations' that are considerably playing a major role in undertaking effective operations within the organization.

Firstly it is the designation of Tomoyuki Suzuki who has been appointed recently as a corporate executive officer. The post requires the hired employee to the dealing with the major supply chain concerns and keeping a following-up of all the operations that take on-site. It is believed that more and more internal rotation is undertaken in Sony rather than appointing new candidates because that require a great deal of training unless there is an evident need of fresh talent. Suzuki was himself promoted later to the executive vice president who is responsible for the region and its operations in underlying mode of interest. The executive is responsible for the semiconductor business. Also, the executive officer is also responsible for providing solutions for the device support and solution. Likewise, the vice president executive is also considered to be responsible for advanced platform that are likely to take the existing devices to the level of upgrade. The second most important designation is the corporate executive officer who is responsible to allow the professional business solution in the field of

disk manufacturing. Currently, the designation is being held by Shoji Nemoto who has been hired recently as a result of change management within the company. The post is responsible for undertaking all possible ways to bring creative ideas on the table to take the process of product one step closer to upgrade. At the same time, the requirement also include that the officer is able to bring down reports of communication being undertaken in different departments.

## **Organizational Trade Policy**

The trade policy of Sony is heavily grounded within the cultural notions. As a matter of fact, the company has also complied with the international standards of global business society. The products have been marked to spread corporate social responsibility by complying with the environmental standards that have been set to save the environment. Also, the company tends to create its relationship with the consumers. It is done by carefully looking and evaluating their social orders. The structure of a society has a lot to do with the manner in which business enterprises work. It is not to be forgotten that Sony has always kept its duty fulfilled to make sure that the interests of all the stakeholders are taken into consideration. It is due to this manner that increased adherence have been noted from Sony to comply with the business standards of different markets. The trade policy of Sony also includes a very significant aspect in hand which has worked tremendously for his successful endeavors. It is mainly the response to the current need of technological advancing in different parts of the world. In simpler words, Sony wants to become a global provider of electronic solutions that would bring ease in the lifestyle of people. It is due to this

reason that the company has invested a great deal of its capital on research and development. The key effect of the trade policy can be seen in return of the sales that Sony has been able to mark around the world. Despite increased competition, it has still been able to market its product rights in different parts of the world because of its operations grounded in the trade policy.

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