

Organizational interview paper



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Organizational Interview Paper Organizational Interview Paper Organizational changes are happening at a rapid pace in the corporate world because of advancements in science and technology. Recently, I interviewed a top official in Coca Cola Company in order to learn more about the extent of changes happening in the organizational world. This paper briefly introduces Coca Cola Company, analyses organizational change issues, the vision of the interviewed manager and the comments about the manager's actions. " In May, 1886, Coca Cola was invented by Doctor John Pemberton a pharmacist from Atlanta, Georgia. John Pemberton concocted the Coca Cola formula in a three legged brass kettle in his backyard"(Bellis, 2009). At present, Coke is the largest non-alcoholic beverage company in the world even though PepsiCo is raising stiff challenges to Coke's supremacy. " Coca Cola is currently operating in more than 200 countries with over 50, 000 employees and more than 800 production and distribution centers and 300 worldwide bottling partners" (The Coca-Cola Company: Growth, Leadership, Sustainability, 2009). Replying to one of my questions, Jack Nicholas told me that, Coke had a standardized vision and mission statement for the entire world earlier. But globalization brought many changes in the global business circuits and internationalization of business was made easier as a result of that. He has told me that Coke realized the importance of diverse marketing strategies in different countries in order to make Coke as an acceptable soft drink in foreign markets. In his opinion, keeping same vision and mission for the entire world is meaningless since the requirements of different regions or countries are different. He has also stressed the importance of internationalization business and different mode of entries used by companies in entering foreign markets. Merger and acquisition is accepted

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as the major mode of entry in foreign markets by coke. Jack stressed the importance of visionary leadership in bringing changes in an organization. He told me that the current leadership in Coca Cola has no hesitation in accepting changes happening in the business world. In order to prove the above point he has remind me about the SAP's software which was recently incorporated to Coke's supply chain management departments, in order to prove the readiness of Coke Company in accepting technological innovations. " Recently, they combined their logistics and retail expertise with SAP's software-development talent to create applications to improve delivery to stores" (Foley & Kontzer, 2004). The arrival of SAP software helped Coke immensely in strengthening their supply chain operations. Even though, Jack explained many positives of the organizational changes happening in Coca Cola Company, he was not ready to point out any negatives even though, I asked about it. In my opinion, Coke should improve its performances while displaying its corporate social responsibility. In many parts of the world, Coke forced to stop its operations because of the protests of the people about the injudicious under water exploitation of Coke. " The outgoing CPM-led government in Kerala is waving a red flag at Coca-Cola. It has introduced a bill in the final session of the assembly, to penalise the company for environmental degradation allegedly caused by its plant at Plachimada in north Kerala" (Scaria, 2011). In short, Coke should show more responsibility while operating in overseas countries. References 1. Bellis, M. (2009). The History of Coca Cola. Retrieved from http://inventors.about.com/od/cstartinventions/a/coca_colah.htm 2. Foley J & Kontzer T (2004). Coca-Cola Plans To Refresh Supply Chain. Web. 15 March 2011. <http://www.informationweek.com/news/global-cio/showArticle.jhtml?articleID=https://assignbuster.com/organizational-interview-paper/>

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