

Nature of organizational culture



“ According to Banks, J. A., Banks, & McGee, C. A. (1989). Culture is defined as values, symbols, interpretations, and perspectives that distinguish one person from another in modernized societies; it is not material objects and other tangible aspects of human societies. People within a culture usually interpret the meaning of symbols, artefacts, and behaviours in the same or in similar ways”. Culture can also be defined as sharing of beliefs, values, behaviours and customs that the society will cope with and relates with one another which are transferred from one generation to generation through teaching and learning.

Culture is one of those terms that are difficult to understand, but everyone knows it when they sense or observe it. For instance, the culture of a big organisation to maximise profit is different from government hospital to render services to the public which is quite different than that of a university or college which is to give quality education to students.

ORGANISATIONAL CULTURE

“ Atkinson defines organisational culture as the collection of traditions, values, policies and attitudes that constitutes a pervasive context for everything we do and think in an organisation”. Organisational culture is the way work is been performed whether it is acceptable or not acceptable and the behaviour or actions are encouraged or discouraged. The culture of organisation is linked to the personality of an individual.

MODELS OF ORGANISATIONAL CULTURE

There are four models of organisational culture. They are:

Power culture: Power culture is mostly found in small entrepreneurial organisations and it relies on trust, and personal communication for effectiveness. Control is exercised by selection of key individuals. It is a political organisation which decisions taking largely on balance of influence. They are few rules and procedures and little bureaucracy.

Role culture: Role culture rest on the strength of strong organisation pillar. These are the specialist of the company. Such as Finance, Production, Administration, Marketing, Purchasing etc. Their roles or job description are more important than any individual in the organisation and their position is the main source of power.

Task culture: Task culture bring right resources and people into the organisation.

Person culture: Person culture exists when the employee think they are more superior or important than the organisation.

CORPORATE CULTURE

Organisations have set of values and goals that help them to achieve their aims and objectives. Corporate culture is described as collection of values, systems, beliefs, and processes that give the company its own special attitude. Every organisation has a corporate culture and standard that oversees the operation of the company. These standards can be in form of rules, procedures and policies that will determine the standard the organisation will operate.

Organisation Profile of Avon UK

Avon is the company for women, is a leading global beauty company, which generate more than \$10 billion income annually. Avon is the first in the world's that has largest direct selling. Avon markets to women in more than 100 countries through approximately 6.5 million active independent Avon Sales Representatives. Avon's product line includes beauty products, as well as fashion and home products, and features such well-recognized brand names as Avon Colour, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals, and mark. Learn more about Avon and its products.

Its provide good and innovative quality products to customers at reasonable prices. Product lines include Avon make-up, Avon fragrance, ANEW skincare, Skin So Soft and Advance Techniques. Avon also sells different range of wellbeing products, jewellery, lingerie, accessories and gifts. More products carry the Avon name than any other brand in the world.

Presently in the UK, Avon now reaches one in three women, with six million women seeing an Avon brochure every three weeks through Avon sales representatives.

As the company for women, Avon is committed to supporting the causes that matter most to women – breast cancer and domestic violence. Globally, Avon has raised over \$800 million to date as the world's largest supporter of women's causes.

The mission of Avon is to be the company that best understands and satisfies the product, service and self-fulfilment needs of woman globally.

The core five values of Avon are Trust, Respect, Belief, Humility and Integrity.

The Characteristics of Corporate Culture and how it affects the achievement of Organisational Objectives of Avon UK.

The corporate culture of Avon UK affect the organisational objectives in the sense that the corporate culture is totally different from their organisational objectives. Organisational objectives of Avon UK is to make profit at the end of the year and operation of the company must be effectively run. Part of the organisational culture of the company is to provide good and quality products and satisfy their customers. Moreover, the organisational culture is to lay standards which need to be followed by the employees. Also, organisation culture of Avon is to have direct sales and have a friendly relationship with their customers.

The corporate culture of Avon UK are the responsibilities which the organisation is carried out which different from their organisational culture. These are the corporate culture which Avon is known for. Avon is known for providing breast cancer crusade for women. In the UK Avon has worked in partnership with charities including Breakthrough Breast Cancer, Crazy Hats and Macmillan Cancer Support. Avon's activities have supported research, awareness raising, lobbying and care and support services. The Avon Breast Cancer Crusade was launched in the UK in 1992 to raise funds for and increase awareness of breast cancer. Today, the Crusade covers over 50 Avon countries across the world.

Corporate culture affect the organisation culture in the sense that their major aim of going into the business has been diversify into another form. Due to this the organisation culture will be affected, the operation of the organisation will also be affected. Their efforts to developed and introduced the products to customers may be reduced due to the corporate culture activities.

Ways by Which Models of Organisation Culture Can Be Used to achieve organisational Objectives.

There are ways by which models of organisation culture can use to achieve organisational objectives. Four models will be used to achieve organisational objectives of Avon UK. Part of them is:

Role culture: Avon UK has been using role culture model in achieving their organisational objectives. The goals and objectives of this organisation are set by their management. Also they focused on their customers and they are motivated during the period of their success. They provide excellent customer service to their customers. Organisation culture of Avon is to give free Brochures to their customers with no cost involve. They also give free delivery services to their sales representatives. They also give free samples of their new products to their customers for them to know what they are about to produce for their customers. All these role culture will help Avon to achieve organisational objectives because they will increase in sales and revenue.

4. 1. 2 The difference between Organisational and National Culture

Organizational culture consists of an organization or social environment that support in making up initiatives and innovations. An organization with an organizational culture is more competitive and profitable. This type of organization is believed to be more rewarding and motivate people to work with. An Organization with an organizational culture helps individual and people to take more challenges for their own welfare.

Features of organizational Culture

- Organizational culture is very useful for small businesses
- It is made up with creating ideas, innovations, Creativity.
- Organizational culture consists of independence, problem solving attitude, initiatives.
- Organizational culture is idea in an environment where there level or hierarchy of management is not active.

Notional Culture

The differences :

- National culture has more impact with their employees' more than organisational culture.
- National cultures prefer to work for foreign companies rather the local organisation in their environment.

The Corporate Cultural Profile in an organisation.(Avon UK)

Corporate Culture consists of organization beliefs, values, procedures, in a large business environment. Corporate culture is also means the way things is being done in an environment. It consists of values, norms, and behaviors that become the natural way of doing things business. The top management has an important role to play in the organization.

Part of corporate culture profile of Avon UK is to give direct sales or door to door marketing to their customers. They also give out free catalogues to customers to aid them in promoting their products. Also they give free delivery services to their customers. And also give free websites, return policy without any charges.