

Organizational culture analysis - bus organizational behavior



**ASSIGN
BUSTER**

Organizational Culture Analysis - BUS / Organizational Behavior

Organizational Culture Analyses - BUS/Organizational Behavior al Affiliation

Organization: Override Interactive Company For a market characterized by stiff business competition, Override Interactive Company guarantees the delivery of immediate performance to clients in need of programs and strategies that drive sales, while establishing future brand and value awareness. The company's strategy is to assist clients to become truly innovative, transformative, and thrive online in the modern business environment. The three main contributors of the company's thrive today are company logo, company values, and company's innovation and achievement culture.

a. Observable Artifacts: Company Logo

Override Interactive Company prides in its logo constituting of the words Override Interactive. The company logo is a great branding strategy given that its main focus is online marketing, in a business environment where businesses seek to reduce their costs while ensuring that their products and services are known to as many people as possible (Leake, Vaccarello and Maura 2012). This means that Override Interactive Company enables business to interact effectively with numerous customers and potential customers online while ensuring that company costs of meeting such needs are lessened. The company's logo is also a symbol of quality given its numerous awards such as Harley Davidson mosaic that scooped the MITX best utilization of Social Media award (Fellows 2012). The company has also won numerous awards that have contributed to its being among the powerful

media players in the online marketing industry.

b. Espoused artifacts

At Overdrive Interactive Company, employees value innovation and achievement while emphasizing teamwork. Employees also strongly believe in the company's mission, and encourage advancement of cross-functional skills and knowledge openly. Achievement comes with creativity, productivity, risk taking, and adaptability. This then calls for flexibility and autonomy in decision making. Furthermore, Baack (2012, 7) through Theory Y emphasizes that such employees develop the tendency to naturally want work, take responsibility, and utilize their abilities, skills, and talents fully. For the management in such an organization, identifying one effective way of managing is difficult and this paves way for situational and transformational leadership styles. In a constantly changing business environment, situational leadership takes the form of an if-then approach where the management adapts to company internal and external changes, situations, or employees (Baack 2012, 9).

c. Enacted Values

At Override Interactive Company, organizational socialization is highly valued and enacted for productive employees (Marcic, Seltzer and Vaill 2001, 325). The most valued level of organizational socialization is in the reduction of turnaround time from the time one joins the company as a newcomer to becoming an effective employee within the organization. Like in most organizations, the process is not aggressive and exaggerated, but effectively planned for, to neutralize newcomers' anticipatory socialization while making their encounter with assigned organizational tasks clear and real. For

majority of the new employees, this experience transforms them, enabling
<https://assignbuster.com/organizational-culture-analysis-bus-organizational-behavior/>

them to master job demands. Though this process may impose too many demands on the newcomers, it is a great path to high performance, strong job satisfaction, and heightened retention rates (Marcic, Seltzer and Vaill 2001, 326). Additionally, socialization transmits the core values of the organization to newcomers by exposing them to interactions with and observation through training, role models, and rewards and punishments for particular behaviors.

References

Baack, D. Organizational Behavior. San Diego: Bridgepoint Education, Inc, 2012.

Fellows, Matt. " Overdrive Interactive Shifts into the Social Media Realm ." Bostinno, December 09, 2012: xx.

Leake, William, Lauren Vaccarello, and Ginty Maura. Complete B2B online marketing. Hoboken: John Willey & Sons, 2012.

Marcic, Dorothy, Joseph Seltzer, and Peter Vaill. Organizational Behavior: Experiences and Cases. London: South Western College Publishing Company, 2001.