

# The values of maxis management essay

[Business](#), [Management](#)



Introduction Organization is a consciously coordinated social unit that is structured and in order to meet a common goal or set of goals. All organizations have a management structure that manage the connection between different activities and members, and subdivided and assigned roles, responsibility and authority to perform different tasks. Organization studies is the study of factors that have an impact on how people and groups act, feel, think and response to work and how organizations respond to their environments. Besides that, Organization behavior is a field of study that investigates individuals, groups and structure of behavior in organization.

description of the Company Maxis communications Berhad is the fastest growing telecommunications service provider in Malaysia. Besides that, it provides a wide range of fixed line, mobile and international network services to consumers. It was founded in the year 1993 by its founder, Ananda Krishnam. Maxis communication Berhad provides a complete set of communication services to meet the needs of individual, families, small and medium enterprises, large company and government in Malaysia. Maxis communications brought the innovative mobile products and services into Malaysia market since its inception in 1995. In additional to that, Maxis communications was the first telecommunication company to launch 3G services, Maxis 3G, in March 2005. Maxis also were the first telecommunication company introduce and launch a range of smartphones to Malaysia including the Apple iphone and Blackberry.

Individual Attitude and Personalities Attitudes are complex. Attitudes are a very important element in organization because it reflect how one feels about something. The values of Maxis are simple, trustworthy, and brave. These values not

only used in organization or the executive officer but also all employees of Maxis. All employees emphasize these values in their attitudes and behaviour. Employees who are working in Maxis communication Berhad are cheerful, diligence and aggressive. Therefore, employees are loyal to Maxis communication Berhad. Furthermore, Maxis were concerned in three attitudes that are job satisfaction, job involvement and organizational commitment. So, Maxis offered a lot of good factors and great environment for its employee. Maxis offered job opportunity and prospect for eligible employees Not only that, Maxis also give its eligible employees yearly bonus and extra pay based on their performances. From this perspective, Maxis are trying hard to fulfilling the job satisfaction of employees. Besides that, Maxis are very concern about the workplace safety and health conditions of its employees by providing employees the safety training and preparing a perfect set health resources. Maxis promote the psychological and physiological wellness of its staff through efficient communication to create awareness on preventive measures and health issues. Maxis also hold internal activities to improve and increase the health condition of employees and their family by providing gym subsidy, personal health portal and free health checks. In additional to that, Maxis providing the training and development programme for its employees by foster a happy, creative and high performing workforce. That is because foster a good workforce will support the retention and attraction of talent and enhance the effectiveness of workforce. A part from that, Maxis employees enjoy a competitive set of benefits, such as annual leave, insurance and medical coverage. Maxis employees are also enjoyed the special staff packages on Maxis products

and services. (Robbins & Judge 2012) explained that personality the sum total of ways in which an individual reacts to and interacts with others. Maxis employees more likely are extrovert specially the customer service department and sales staffs. The customer service department staffs are extroverted to deal with customers and providing customer services every day. Moreover, the sales staffs are also extroverted to interact with customers in order to make more sales.

Group or Teamwork Structure of organization  
Talent and Organization Development: Kala Kularajah Sundram  
Joint Chief Operating Officer: Suren J. Amarasekera  
Company Secretary: Dipak Kaur  
CFO: Nasution bin Mohammed  
Corporate Strategy: Erbu Dorman  
Corporate Affairs: Marlam Bevi binti Batcha  
Internal Audit: Chow Chee Yan  
Human Resources: Azmi bin Ujang  
Joint Chief Operating Officer: Mark Dioguardi  
CEO: Sandip Das

Maxis communication employees work together as Cross-Functional Teams. The Board has ten members, including an Executive Director (CEO) and nine Non Executive Directors. The Board comprises members from India, Malaysia, Saudi Arabia and UK, with a range of diverse professional experience and backgrounds in the areas of telecommunications, technology and information. They work as team and also instrumental in approving and guiding Corporate Responsibility related to their practice in the market place such as infrastructure improvement and key risk management, as well as in the workplace such as management appointment and succession planning.

#### 4. 2 Training Provided

Maxis communications strengthened their induction scheme for new staffs and their management trainee programme for talented graduates. Besides that, Maxis communications also continue their investment in the Maxis Academy

which has been the backbone for the development and training for their entire employee and strengthen the Leadership Development Engine programme which covers over 200 high performance managers. Not only that, Maxis communications sending their top executives to Harvard and Stanford Advance Management Programmes and investing in leadership succession planning. Leadership Sandip Das is the current Chief Executive Officer of Maxis communications. Sandip Das joined Maxis communications in January 2007. He was appointed as an Executive Director of the Maxis Communications on 17 September 2009 and now he is the Chief Executive Officer on 1 October 2009. In 2011, Sandip Das was polled as one of the Best CEOs in Malaysia by Finance Asia Best Managed Companies Awards. He has been listed as one of the 100 most powerful people in the telecoms industry worldwide in Global Telecoms Business for two years running in the 2010 and 2011 Global Telecoms Business Power100 list. Under his leadership, Maxis communications has been recognised as one of the most valuable brand in Malaysia. In addition to that, Sandip Das is a good leader in business. Sandip Das has the knowledge of the business. He has more than 33 years of working experience in the automobile, consumer durable and telecommunications industries. So, he able manages and helps Maxis communications effectively with his experience and knowledge. Sandip Das also apply the leadership motivation to encourage and motivate his employees. He was being a role model that influences his employees to achieve a desired goal. Furthermore, Sandip Das have integrity and intelligence competencies of leader. Before he join Maxis communication, he is relatively well known and established in India but until he saw the

challenge of running a multinational company in Malaysia which is Maxis communication. He dare to face this challenge and finally he successfully helps Maxis communications became one of the most valuable brand in Malaysia. Sandip Das have people-oriented behaviours to become a leader. He always show mutual trust and respect among his colleagues and employees. Besides that, he also concern for employee needs and looks out for employee well-being. He improves the productivity and work satisfaction as well as the wellness of employees and work life balance. Under his leadership, Maxis communications launched a customised and complete wellness programme entitled " My Wellness, My Choice" to make sure a sustainable lifestyle for over 3, 400 of its employees nationwide. Not only that, Sandip Das also has his task-oriented behaviours to become a leader. He creates a competent and agile workforce that is equipped with right aptitude and the latest skills to face the challenges of fast-pace industry and collective future. He engages employees through continuous communication across multiple platforms to address and identify their key concerns, and consider their views while developing Maxis' plans and strategy. Power and Politics Maxis communications promote balanced and diverse composition of employees at management and working level in terms of ethnicity, age, gender, competency and etc. Besides that, Maxis communications also clear communication and ensure transparent of employee benefits entitlement. Maxis communications practice anti-discrimination and offer equal opportunities to all staff by ensuring transparent and fair treatment, and performance management practices. Maxis communications controls its politics scenarios by creating an Ethical culture. Maxis communications

create a workplace culture which embraces diversity, prevent harassment. There have a several policies in place which reflect this philosophy. Eradication of Sexual Harassment was adopted by the Company in 2002, with changes made to meet the existing reporting mechanism, nature of business and Company's practices. Prior to 2002, workplace harassment was classified as main misconduct in the Company's Disciplinary Policy. Disciplinary and Misconducts Process Document outlines the process for employees and states the issues of harassment and discipline in the workplace and the ways how to report such incidents. Besides that, Maxis Code of Business Practice works as a guide to employee in a manner that is fair, effective and efficient. It needs employees to live up to the ethical business standards and offer guidance on how employees should conduct themselves while representing Maxis outside of the workplace and how employees should conduct themselves with parties doing business with the company. The Code incorporate policies on ethical business practices, vendor contracting, whistle-blowing and contribution to political parties.

Organization Cultures Maxis communications is creating a culture of contribution and innovation at work and its belief in consistent improvement in human resources policies. This lead Maxis communications won the Asia's best employer brand for the second time for its innovative culture. Maxis Communications have developed a corporate culture that requires in every aspect of their services. A crucial part of this is creating a workplace environment that promotes and supports a spirit of achievement and success. People are the core of Maxis communication's strength as an organisation. A performance- oriented work culture, high quality work

standards, an amalgamation of varied skills, strong international Human Resources best practices and become a one of the most preferred work destinations in the country that made by governance. By creating a positive organization culture, Maxis communications is building employees' strengths. Maxis communications provide training and development such as creating a Pool of Future Leaders, The Maxis Management Associate Programme, the Next Generation Manager Programme, Maxis Leadership Development Engine and etc. In Journey to becoming an integrated communications service provider, high performance culture and improved leadership capabilities lead Maxis communications to rapidly move beyond mobile into the future of integrated play. Furthermore, Maxis communication is creating awareness and promoting green behaviour. Maxis communications has launched a variety of initiative to encourage customers and employees to consider the environment before they act. Maxis communications accelerated cost efficiency initiative by installing energy saving light bulbs, installing dynamic radio control power during off peak period, better air conditioning and introducing heat management solutions. Apart from that, Maxis communications is encouraging all officers to turn off air conditioners and recycling for toners and papers across the business. Maxis communications introduced e-billing to customers. Lastly, Maxis communications has participated in WWF's Earth hour campaign, during which period all non- essential electrical equipment and lighting in office and facilities across Malaysia are switched off for one hour. Organizational change There are a few forces made Maxis communications for change which are nature of the workforce, technology, competition and social trends. The



Aging population is keep increasing and using the smart phone. The advanced technology created faster, cheaper and more smart phones. Competitors like Digi telecommunications and Celcom telecommunications are changing due to the era of technology and demands of customers. Smart phones have become social trends in human life. Therefore, the mission of Maxis communications is to become the nation's premier integrated communications service is underpinned by a transformation from a voice-centric business model to one that extends into data access leadership and new revenue streams beyond telecoms, supported by an innovation cultures. Maxis communications is a high risk taker. Maxis facing the competitor risks even though it is a second largest telecommunications company.

Telecommunications market is highly competitive as the others telecommunications company constantly launch the new data plan and new devices like Smartphone to capture the market share. Maxis communications is well aware this situation and found the appropriate measures to overcome this situation. Besides that, Maxis communications also promote the smart phone with data plan packages at low cost in order to differentiate its products with competitors. By follow the era of smart phone, Maxis communications launched a range of its own applications in Google Play store and Apps Store such as MyMaxis, Maxis-PayPal, Maxis Roam and so on. This will bring convenience to customers when they checking their account and payment information. By overcome the resistance to change, Maxis creating a great place to work to be high-performing organization, Maxis communication provide employees access to a wide range of learning opportunity to help them to achieve their full potential and strengthen their

ability to respond to innovation and change. Besides that, Maxis communication changes their values to simple, trustworthy, creative and brave. Maxis communication also hired those employees who are innovative and willing to change and provide them a wide range of training.

Conclusion Last but not least, Maxis communications is a good and potential organization. Sandip Das as the Chief Executive Officer has more than 33 years of working experience in the automobile, consumer durable and telecommunications industries. Therefore, he has the ability to lead the whole organization to become a good organization and top telecommunication company in Malaysia. Besides that, Maxis communications improves the productivity and work satisfaction as well as the wellness and work balance of its employees. Maxis communications creates a great work place to its employees. Maxis communications invests significantly in staff development by offering a range of training and development. Maxis communications creates an ethical culture to prevent the misuse of power and politic issues. In addition to that, Maxis communications offers the ethical training such as Maxis Code of Business Practice serves as a guide to employees. Maxis communication transforms from a voice- centric business to mobile data business. A part of that, Maxis communications bring its value such as simple, trustworthy, creativity and brave to its customers and employees. So, Maxis communications is a good organization for new graduates because there are a lot training and development for them to learn.