

# Organizational theory and design

Business



Organizational Theory and Design Instruction Organizational Theory and Design # Chapter 7 Organization theories are retrieved from studies about formal companies, organizations, business enterprises, as well as, how they relates to the people and surrounding environment. They involve studies on issues such as behavior, leadership, Human Resource Management, Organization Development among others (Perrow, 1991). From these theories there are various approaches that can be used in improving management of an organization. They include approaches such as busting bureaucracy, Mass customization, and training among others. In this paper the main focus will be on ways that mass customization can be used in firms as it has been used in manufacturing organization.

According to Tseng (2003), mass customization is production of services as well as products that meet customer's needs at personal level. This is where the customized products reflect the normal production cost but unlike a normal product, they meet more needs. Firms, just like manufactures, have their main objective as customer satisfaction. Therefore, incorporating mass customization in firms will greatly impact in service provision and customer satisfaction. There are various types of mass customization that firms can put into consideration in implementing mass customization. These types include transparent customization, adaptive customization, collaborative customization, and cosmetic customization. Collaborative customization involves seeking firsthand information from specific customers on the kind of product they would prefer. On other hand, adaptive customization is where a firm produces products that are standard and customizable to the hands of the final user while transparent customization involves production of unique for specific customers. Finally, cosmetic customization involves producing a

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standard product but they are marketed in unique ways to different customers. For firms to succeed in mass customization they need to capitalize on investigating more on customers' needs in relation to service provision. This can be achieved through market research such as identifying the market niche that need to be satisfied, its uniqueness and finally the target market. For example, in the banking sector the services are custom made according to the needs, age, gender, and income levels of its customers.

#### # Chapter 7

Superior management in any firm involves the managers personally coping with situations that ought to be learned through the help of their experience and interpretation of the surrounding environment (Pine and Davis, 1999). Formal training is, however, very important as it gives both the skills and knowledge that one needs to interact, relate, coordinate and interpret organizational operations. Although a good superior manager requires live skills that are obtained through experience, skills that are learned are also vital in good management. That is why it is important to ensure that business students acquire both the practical skills, as well as, skills based on theory and class work. Practical skills such as managing people can be assimilated to business student during their informal education and internships.

#### # Chapter 8

In this day and age, technology has taken over our lives including organizational operations. It has been used in running machines, coming up with new techniques, methods and tools with the aim of improving efficiency inn production. Managers, on the other hand, have taken the advantage of <https://assignbuster.com/organizational-theory-and-design/>

technology in various ways such as communication, environmental control, travelling, and printing, among others. Technology is very relevant in improving the efficiency of managers and the personnel as well. Managers using high level technology tend to produce the best results (Cortezmeow, 2011). In my opinion, it is also most likely that managers that use high level technology will eventually be able to performing their duties effectively with minimal or no face to face contact at all with the personnel or the customers. For instance, it is currently possible for managers to attend a meet in another country from his office or home through a video call and fully contribute to the meeting as if present.

#### # Chapter 9

Busting bureaucracy involves identifying bureaucracy in an organization and coming up with ways to eliminate it. Bureaucratic companies tend to lag behind in accomplishing their goal and administering their mission while mission- driven organizations are more innovative, flexible and responsive. The Bloomberg Business week Magazine, for instance, addressed several strategies to stop bureaucratic procedures in an organization. These strategies aim at heightening creativity and innovation, adaptation ability and engagement of people. For example, the Apple and Samsung Company have successfully practiced busting bureaucracy (Birkinshaw, 2014). These companies have used strategies such as new business models, new management models and new operating models. These techniques have been used to reduce the levels of bureaucracy and enhance the levels of innovation and creativity.

#### # Chapter 9

Philosophy management is a collection of myths belief and practices that are <https://assignbuster.com/organizational-theory-and-design/>

used in managing available resources and the most appropriate ways of utilizing them. Philosophy management involves both corporate and individuals from which the management can acquire the core values. For instance, words from the bible can be applicable in various ways in the philosophy of management. The bible enables managers to acquire good core values in management such as transparency and accountability (Perrow, 1991). Managers who have good core values are the most efficient in their work. Therefore, I think teaching philosophy of management in schools is appropriate. In my opinion, a good manager is a person that is all-rounder in area that involves management including philosophy.

#### References

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