

Entrepreneurs and ticketmaster

Business



Entrepreneurs are individuals who take an economic risk with the aim of coming up with new ideas that would help them generate profits. It is worth noting that entrepreneurship is picking up at an alarming rate all over the globe as individuals decide to be self-employed. This paper will utilize the interview from Ticketmaster to analyze different concepts relating to the organization.

The organization works with principles such as centralization of authority and decision-making, formality, customer satisfaction and a complex chain of command to boost effectiveness. The contingency theory and the bureaucracy theory are the most relevant theories for this topic because of their significant contribution to its understandability. The topic of entrepreneurship is wide and can always be contributed to through research and comparison of the past works. Notably, Ticketmaster always aims at satisfying its customers by ensuring the required standards are met effectively. It is a challenge communicating with customers because of the differences existing in terms of preference and choice of the best standards. However, effective operations and understandability of customers would be instrumental in communicating with them and retaining them within the organization.

This paper explicates the concept of organization and society utilizing different aspects observable from Ticketmaster. Organizational Concepts and Principles The most evident organizational concepts and principles from Ticketmaster include centralization of authority and decision-making, formality in operations, customer satisfaction, and complexity in terms of the chain of command. According to the interview with Molly, it is evident that <https://assignbuster.com/entrepreneurs-and-ticketmaster/>

the Ticketmaster operates with the principle of centralization of authority and decision-making. This implies that the top management within the organization makes most of the decisions relating to Ticketmaster.

Bronfenbrenner & Hickey (2003) assert that this is vital because it quickens the entire process of decision-making at Ticketmaster and ensures that significant decisions are made in an effective and timely manner.

The centralization of authority also ensures that operations are carried out in the most appropriate manner possible because of their centrality.

Centralized authority and decision-making at the organization is also important in boosting accountability and ensuring all issues are addressed adequately. Additionally, the outcomes of the Ticketmaster indicate that it operates on the concepts and principles of customer satisfaction. Molly asserts that one should not compromise the value of services that are delivered to customers because this would automatically amount to a big loss. This indicates Ticketmaster's commitment to offering all customers quality services that will satisfy them. The satisfaction of the needs of customers is the top priority of Ticketmaster, and the organization is fully committed to ensuring that the required standards are met.

More so, it emphasizes on the maintenance of a smile when dealing with customers as this improves quality in the organization. Another significant concept that abounds from the outcomes of Ticketmaster is the maintenance of formality in operations at the organization. Formality is perceived as the best way to ensure all the activities taking place at the organization are conducted in a procedural manner in line with the standards set in the organization. According to Loscocco, Monnat, Moore, & Lauber (2009), the <https://assignbuster.com/entrepreneurs-and-ticketmaster/>

entire management and employees body is to maintain a high level of formality in cooperating with customers as this will play an instrumental role in contributing to the respect of the organization. In addition, formal operations are highly recommended at the organization because of their promotion of the required level of professionalism. The last concept and principle evident from the outcomes of Ticketmaster is a complex chain of command.

In the interview, Molly asserts that the organization is comprised of different complex units, which are divided into smaller units with the aim of boosting efficiency. Ticketmaster comprises of smaller units, which promote the quality of operations and service to customers. Complexity is important because it ensures there is specialization when dealing with customers with different requirements in terms of standards and other specifications. This boosts success within the organization through ensuring customer satisfaction. Organizational Theories Relevant to the Topic The contingency theory and the bureaucratic theory are the most relevant theories to this topic.

The contingency theory asserts that organizational leadership styles and decision-making may be relevant in some situations and may not be relevant in other situations. This implies that the managers and other employees at the organization must be flexible enough to address different situations as they arise. Schwienbacher & Larralde (2010) reiterate that entrepreneurs must understand that not all decisions and styles applicable to a particular situation would automatically apply to another situation. For instance, Ticketmaster deals with customers having different needs in terms of quality

<https://assignbuster.com/entrepreneurs-and-ticketmaster/>

and standards. This implies that the management and all employees would have to adjust appropriately to provide for the different needs that of customers.

The contingency theory is relevant to this topic because of its enlightenment of the management and employees that they need to apply different styles depending on the situation. Therefore, it highlights significant measures that can be put into consideration in the movement toward success. The bureaucratic theory is also highly relevant to this topic. It asserts that organizations must focus on efficiency through the statement of clear roles. It affirms that roles must be stated within the organization to ensure that each individual within the organization understands what is required of him/her.

Loscocco et al (2009) emphasize that this plays an instrumental role in boosting specialization and effective performance within the organization. The statement of clear roles also helps in the understanding of the structure of the organization and reporting of different matters. It is worth noting that the bureaucratic theory is relevant to this topic because of its emphasis on efficiency and the statement of each person's roles in the organization. These theories play a vital role in boosting the understandability of the case at Ticketmaster. They help to understand the case because they assert similar issues as those witnessed from Ticketmaster.

The relationship of different matters such as the statement of the roles of each person asserted by the bureaucracy theory boosts the understandability of the organization. This relationship is vital because it

helps in the drawing of significant conclusions from these theories and determining their application to the organization. More so, these theories help in the understanding of Ticketmaster's case because of their emphasis on the key organization principles and concepts. The emphasis on organization principles and concepts helps to analyze the case by relating the stated concepts and principles to the actual case. Alternative Explanations One of the key alternative explanations that can be used to explain the findings from the organization is that dealing with customers at the organization requires a high level of patience.

It is worth noting that Ticketmaster serves customers with varying needs and preferences in terms of standards and quality. In some instances, employees might do their best with the hope that a customer would be satisfied with the quality produced only to get negative feedback. This implies that employees at Ticketmaster employ high levels of patience when dealing with their customers. They maintain a smile whenever communicating with different types of customers each day to ensure the best is brought out. Thus, customers served by Ticketmaster would give different feedback, and all these outcomes will require the exhibition of patience and resilience in order to succeed in the provision of their needs. Another significant alternative explanation for these findings is that technology plays a vital role in promoting effectiveness at Ticketmaster.

Ticketmaster is a ticket company, which has to employ high levels of technology when operating with its customers and the entire environment. Upholding technology ensures customers are served as required and within the required time. This boosts customers' loyalty and confidence toward <https://assignbuster.com/entrepreneurs-and-ticketmaster/>

Ticketmaster. More so, technology is vital in ensuring the goals that are set toward serving customers are met. Accountability is also provided by the technology utilized that the company. The key disagreement that abounds among analysts of such organization is the structuring of such organizations.

Some analysts asserts that complex structuring of such organizations leads to efficiency in the performance of duties while others hold that complex structuring inhibits the organization from realizing its goals. Bronfenbrenner & Hickey (2003) affirm that analysts in support of a complex structure in such organizations emphasize that complex structures would promote effective coordination in the performance of duties and ensure a procedural flow of work. This will automatically translate to success within the organization and ensure that the desired objectives are realized accordingly. On the other hand, different group of analysts reiterate that complex structures within organizations are undesirable because of the immense procedures that must be followed before different issues are addressed. This automatically limits such organizations from realizing their full potential.

Evidence that Supports/Refutes Arguments The evidence that supports my arguments is the nature of structures existing at Ticketmaster. The organizational structure at Ticketmaster is made in such a manner that it boosts efficiency in the entire operations of the company. According to the assertions of Molly through the interview, it can be noted that Ticketmaster has a significant organizational structure that ensures decisions and other matters are made at a central point. This evidence supports my argument that Ticketmaster is a company working with principles of customer satisfaction and patience to the needs of customers. In line with an effective <https://assignbuster.com/entrepreneurs-and-ticketmaster/>

organizational structure, the company can make relevant decisions that reflect the overall objectives of the company and effective commitment toward serving customers with quality and standard products. The organizational structure is also structured in a proper manner to ensure decisions and other plans are made within the required timeframe.

This also boosts the commitment of the company toward customer satisfaction through the provision of quality products. The other evidence that supports my arguments is the formalization held by Ticketmaster. Ticketmaster is committed to formalization of its entire operations. For instance, it ensures that employees are hired in a professional manner; they are trained, and even fired with adherence to professional standards. Additionally, customers can only be satisfied through using professional means in handling them. Professionalism is vital in ensuring customer satisfaction.

It is evident that formality boosts the quality of services offered to customers. It ensures their needs are met appropriately through adherence to effective procedures and professional measures. Therefore, the upholding of formalization by Ticketmaster is vital evidence in substantiating the argument that the company is committed toward providing best services to all customers. Knowledge about this topic can be improved through further research of more practical situations in society. Research of practical situations in entrepreneurship will be vital in ensuring that more and newer information related to entrepreneurship is gathered. Newer details would be derived as more research is conducted in the field of more practical situations in society.

<https://assignbuster.com/entrepreneurs-and-ticketmaster/>

There would be acquisition of more information that would ensure significant details about the topic are understood. Thus, our knowledge about this topic would improve through the utilization of more research involving practical situations. Implications for Organizational Practice and Public Policy This analysis has significant implications for organizational practice and public policy. This project would enable organizations and public policy institutions understand the effective ways of dealing with customers. The analysis emphasized that the upholding of the principle of quality products for customers is vital. More so, the analysis entailed the assertion that the exhibition of patience is vital when communicating with different customers because of the different attitudes and preferences that exist.

Therefore, the organizational practice observed by different organizations has to be made in such a manner that it accommodates all customers. More so, organizations and the public policy would have to understand that the key way to success is upholding the interests of customers. Additionally, this analysis will have serious implications on organizational practice and public policy as it will call for the development of effective structures that uphold professionalism within organizations. Bronfenbrenner & Hickey (2003) assert that organizations can only succeed through the utilization of effective structures. For instance, they would have to develop a complex structure that encompasses formality in its operations.

Formality will boost the hiring process, the training process, and the firing process if any. More so, many customers will be attracted to the organization depending on the level of professionalism it upholds when communicating with them. The organizational practice will have to clearly state the nature of <https://assignbuster.com/entrepreneurs-and-ticketmaster/>

structures required in organizations. Another implication of this analysis to organizational practice is that it would demand the expansion of working environment offices to provide for space that promotes effective cooperation with customers. The organizational practice would be required to provide for effective space of working among employees.

This is instrumental in boosting the delivery of services among organizational individuals. For instance, Molly works in a small office with many other employees. This situation is undesirable and demands the creation of larger offices to cater for each employee effectively. More so, large space within organizations would make them more attractive and decent in terms of the organizational practice. Therefore, would have an implication on organizational practices relating to the space reserved for each employee in the organization. This will boost the delivery of effective and required services by such organizations.

Conclusion In conclusion, entrepreneurship involves the taking of risks and coming up with new products and services that may boost the profitability of the entrepreneur. Large amounts of capital are always dedicated to entrepreneurial projects with the hope that they would deliver the required amount of return. Ticketmaster is one of the entrepreneurial organization involved in the sale of tickets to different individuals. Its key focus is to ensure customers are served in a proper manner with the required quality of products. Proper service ensures customers build loyalty and buy all their requirements from the organization.

However, dealing with different types of customers comes with immense challenges as different customers have different preferences and their perception of quality products. Entrepreneurs must be patient enough when communicating with customers and must maintain a smile each day they address their customers' issues. This would promote the maintenance of customers at the organization. The success of an entrepreneur would also depend on the structure set within the organization. It is important to set a structure that upholds formality and accountability in order to succeed in all the operations pursued at the organization.