

Rockwell case study

Business



**ASSIGN
BUSTER**

Rockwell with greater career potential with Why Dairies. However, Rockwell is one of the top women and few visible minorities in marketing management at Why Dairies. She was shocked rather than excited by the job transfer proposal, as she had expected to be promoted. Rockwell enjoys her current position; she views her job more challenging with a direct affect on the company's profitability. She views the new position more as a backroom job and even as a possible demotion and is not the route to top management in many organizations. Next symptoms exist to suggest that something has gone wrong?

There were some key observable signs that indicate something has gone wrong when Sad Gillian reviewed Rockwell Bayport annual performance.

Sad was so fixated that Rockwell would like the marketing research coordinator position, he failed to recognize Rochester's reaction to the news and misperceived her somewhat negative reaction as positive one. In contrast, Rockwell had different perceptions and expectations that lead her into a tough decision making process to whether to confront S on what she perceived as a possible discrimination issue as she was a visible minority or just leave the company.

Next are the root causes that led to these symptoms? Two interesting pieces of the problem apply to this case: 1- Social identity theory (Mischance & Steen, 2012, up. 35) applies to this case. Rockwell has an explicit sense of her social identity as a woman and member of a disabled minority in a management position. Rochester's immediate thought on the marketing research coordinator position was that this job is a technical support

position, in other words a “ backroom” Job, a bottom-line activity, marketing research position was not the route to top management in most organizations.

She was one of the top women and a visible minority at Whys and she thought she was being sidelined. 2- Stereotyping (Mischance ; Steen, 2012, up. 57), there are evidences that this case involves stereotyping. Sad who is a white male, worked at Whys for some time and holds a high ranking position within the company. In contrast, Rockwell who is a female, visible minority woman who holds a middle management position within the company.

These two have two characteristic backgrounds, two different professional paths and work experiences.

After Sad’s new position proposal, Rockwell views him, just like she viewed her previous employer; as a typical sexist and racist male who believes woman “ could not take the heat” in the company’s marketing management. “ hat is other perceptual error apparent in this case? False-consensus effect (Mischance & Steen, 2012, p. 63), or similar to me effect. There is evidence of this error within this case. Sad assumed that Rochester’s surprised reaction was due to the wonderful career opportunity he was presenting her, as a similar opportunity to his own.

It was a positive experience for his career, as he is now the vice president of the company.

He seems or believes that he is providing her DOD career opportunity for her further advancement. Conclusion Humans automatically perceive the world around them. One vital perception in the functionality of an organization is the management's perception on employees. Management has essential roles within each organization.

They are the ones that take control and make vital decisions. Managers control the organization's behavior. Rush, managers are required to make the best possible decisions to profit their organization. Neat Makes an Effective manager? There are a few of the qualities of great leaders that you can learn and practice.

Having sharp perception is one of these qualities. Managers have an easy level of honest communication with their teams and their peers, and a thorough understanding of how they are perceived.

In order to make the best decisions, managers need to avoid problems associated with "percept" distortions. Managers need to gather as much factual information as they can before making a decision. Every decision a manager makes affects organization behavior. If a manager makes negative decisions the employees will not be satisfied. Unsatisfied employees equal less company productivity (Baron Research Group, 2003, p.

. In conclusion, Sad should try to provide more detailed facts with his offer and be more openly free to talk towards Rockwell. In addition, Rockwell should try to listen with an open mind. She should ask questions and request details of how this is going to be a career potential for her, rather than

makes her decision based on her past experience. References Barron Research Group. (Fall 2003).

Perception and Organization. Management for Science and Engineering. Retrieved August 20, 2007 from Rice University From [http://www.Intergenerational. Com](http://www.Intergenerational.Com), University of Notre Dame, Indiana