

# MST 514– Introduction to Organisation Behaviour

Lecture 3

August, 2015



# Topics to be covered today

1. Challenges and opportunities of organisation behaviour

# Challenges & opportunities for OB

## **The major challenges and opportunities are:**

- Responding to Economic Pressures
- Responding to Globalization
- Managing Workforce Diversity

## **Some other challenges and opportunities include:**

- Improving Customer Service
- Improving People Skills
- Stimulating Innovation and Change
- Coping with “Temporariness”
- Working in Networked Organizations
- Helping Employees Balance Work-Life Conflicts
- Creating a Positive Work Environment
- Improving Ethical Behavior

# Challenges & opportunities for ob

- **Responding to Economic Pressures**
- *What do you do during difficult economic times?*
  - Effective management is critical during hard economic times.
  - Managers need to handle difficult activities such as firing employees, motivating employees to do more with less, and working through the stress employees feel when they are worrying about their future.
  - OB focuses on issues such as stress, decision making, and coping during difficult times.

# Challenges & opportunities for ob

- **Responding to Globalization**

- *Increased foreign assignments*

- If a foreign assignment is assigned to a manager, he has to manage a workforce that is completely different from his home country. He needs to understand there culture, management style, what motivates them

- *Working with people from different cultures*

- Even in home country, he may find people coming from different backgrounds, cultures. There style of working, communication may vary .

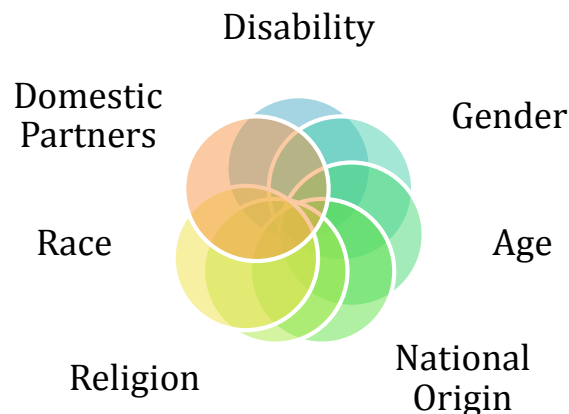
- *Overseeing movement of jobs to countries with low-cost labor*

- Balancing the interest of the organization.

# Challenges & opportunities for ob

- **Managing Workforce Diversity:**

- Organization is becoming heterogeneous in terms of gender , Race , Culture , country .
- Manager should shift his philosophy to treat everyone alike .
- He should understand the differences & accordingly he have to respond.
- More women, urbanization and thirties.



# Challenges & opportunities for ob

- **Improving Quality, Productivity & Customer Service:**
  - Intense focus on customer.
  - Concern on continual improvement whatever organization does.
  - Customer responsive culture.
  - Nita Shah and Citibank.
- **Empowering People:** Coach, advisor, facilitator, self managed teams
- **Coping with temporariness**
  - Overcome resistance to change and create org culture that thrives on change.
- **Working in Networked organisations**
  - Motivating, leading and making collaborative decisions

# Challenges & opportunities for ob

- **Creating a positive work environment**
  - Develop human strength, foster vitality and resilience and unlock potential.
- **Improving People skill:** Motivation, communication, team
- **Motivating for innovation & change:** maintain flexibility continuous improvement.
- **Helping employees balance work/ life conflicts**
  - Primary career goal to maintain QWL. Eg. google
  - India as hardest working nations
- **Declining Employee Loyalty**
- **Improving Ethical Behaviour**
  - because of tough competition, may go for unethical activities.





# Thank you

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