

Chapter 11

The Change in Nature of an Organization and Its Work

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ABSTRACT

It's obvious. Deviations are entirely around us. As the situation is promptly fluctuating, in today's sphere of globalization the structure, pattern, and process of work are changing drastically, and working for an organization is likely to be very different due to competitive pressures and technological breakthroughs. Now the organizational work is more focused on technological competence, workforce diversity, teamwork, leadership, social-based skills, strategic planning, cross-culture training, and effective communication, which holds the keys to the growth of the organization. As the nature of the work environment continues to change, new trends have emerged at the individual, team, and organizational levels too. Basically, when we talk about the change, there is a close relationship between culture and change. Culture generally talks about existing values, practices, set of procedures, norms, and various beliefs by the member of an organization, and these are highly resistant to change.

INTRODUCTION

Concept of Organization

We survive and work in a world of organizations. The family into which we born, the school or college in which we do our education, the religious place where we go for worship and the retail store from which we buy our daily requirements are

DOI: 10.4018/978-1-7998-3515-8.ch011

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all organizations. Principally organizations are classified to business as well as non-business organizations. However, they have countless relevance for business organizations since they operate in an extremely dynamic environment. It can be further categorized as economic, educational, administrative, cultural, social, religious, political, professional and military organizations.

“When men or materials are organized to perform in stationary connections that can be boundlessly continual, an organization is born and is at work”. “An office is such an organization.”

Organization diverge in composition-

1. Workforces, resources, instructions, proceedings, the effort can synchronize to develop an organization.
2. Organizations are operated from end to end through rulebooks.
3. The organization is made likely by the conjoining approach of menfolk.
4. The human race itself is at its base an organization of species and hence it crafts numerous organizations for its persistence and progression.
5. Organizations are innate in a society that is cognizant. Consequently, it can be said: lifespan developments by mindfulness and consciousness progress are by the organization.’’
6. Organizations can comprise predominantly of individuals, powers, procedures, structures or assertiveness.
7. Nevertheless, there is a core element, it cannot arise into animation

We can rightly say that in every organization, management is the most imperative ingredient to give unique flavor in the modern world. It is a dreadful job to achieve anything single-handedly. This wakefulness has directed to the realization, “The modern age is the age of organizations”.

To an inexperienced eye, every organization seems to be identical, but this is not true at all. Every organization is unique, have their own taste and flavors, different strategies and style and varieties in working combinations which distinguish it from all other organizations. This makes cataloging of organizations into exact styles challenging. Blau and Scot classify organizations into four categories using the criterion of *cui bono*- who benefits:

1. Organizations that benefit their owners. All business organizations fall into this category.
2. Organizations that benefit their members. A wide class of unions, cooperatives, and the club come under this category.
3. Organizations that benefit their clients. Examples are Insurance companies, private schools, etc.

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