

zation that can lead to incompatibilities.

For e.g. - Microsoft Business Software Divisions Develop the Social Connector in MS-office Outlook 2010. They were unable to integrate MS - Share point & windows like until months after Social Connector could interface with myspace & linkedin.

Advantage of Matrix Structure

- * It can help to breakdown traditional Departmental barriers improving communication across the entire organization.
- * Decentralized decision making.
- * Improved environmental monitoring & fast response to change.
- * Avoid the need for several departments to meet regularly so reducing cost & improving co-ordination.

* efficient use of support system.

Disadvantage:-

- * Members of project team may have divided loyalties. as they report to two line managers equally this scenario put project team members under a having pressure of work.
- * There is not may be a clear line of accountability for project teams given the complex nature of matrix structures.
- * Difficult to Co-ordinate.
- * It takes time for matrix team members to get use to working in this kind of structure team members may neglect there functional responsibilities.

11/10/14

Objectives / Goal of Organization :-

(1) MAN :-

MAN power is the most fundamental requirement for any Organization. An Organization should have sufficient no. of employees for its smooth execution of all its task & operation. Second

(2) Machine :-

MAN power in Organization requires different types of machine and instrument to improve its quality & productivity.

(3) Capital :-

An Organization for its Setup & running its business requires Capital for revenue.

(4) Technology :-

Technology gives you the disadvantage of being innovated Organization in its respective field.

Organizational Behaviour :-

Organizational Behaviour in studies the impact individuals, groups & structure have on human behaviour within organization & the interaction between organization members & their external environment. It is an interdisciplinary field that includes sociology, psychology, communication & management. It ~~inter~~ ^{pre}fers people organization in terms of the whole person, whole group, whole organization, & whole ^{social} system. Its purpose is to build better relationships by achieving human objectives, organizational objectives & social objectives. It is area of expertise with a common body of knowledge. It applies the knowledge gained about individual & groups and the impact of structure on behaviour in order to make organizations more effectively. OB should not be mistaken representing the whole management. It represents only the behaviour all people approach to management.

Model of Organization Behaviour :-

There are four major models or frameworks that organizations are :-

1. Autocratic Model :-

The autocratic model was the most prevalent model in organizations during the industrial revolution as the term indicates, the autocratic model is based on power. According to this model persons who hold power have the authority to demand work from the employees. Further this model assumes that work can only be extracted by means of pushing, Directing & persuading the employees.

e.g → A manager may suspend ^{an employee} for not following this order. The autocratic order leads to implementation of tight control over employees at work. The manager resorts to unfair practices like ~~po~~ low payment & underestimate employee skills so the employees put in only minimum performance. In the job science there

only purpose of doing the job is to serve the basic needs of their families. In such commitment only a very few employees are motivated to their productivity and that too because of their personal inner drive.

13/11/14

2. Custodial Model :-

In the autocratic model the employees inbuilt inbred the ill treatment silently the Result is obviously insecurity & frustration which they want out on their family & friends the process in which employees take care of employees welfare came to be known as paternalism in 1930 employees offered fringe benefits for employee Security. Employers, unions, & government worked to improve the job security of employees & reduce their dependence on their Supervisors/Boss. employees generally preferred to join Organization that promises job security. In the Custodial approach the employees cease to depend on the manager But their dependence on the Organization increases.

for e.g :- if an Organization offers Regular increments, bonus & attractive pension package the employees are more likely remain loyal to the Organization. In the Custodial approach as employees are assured of economic rewards & Benefits irrespective of performance they remain contented with the Organization. Thus the drawback of the Custodial model is that employees do not contribute to the best of their abilities as they are not motivated enough to realize their full potential.

3. Supportive model :-

The Supportive model is based on the principle of Supportive Relationships which states, that leadership & other process of the Organization must be such as to insure in maximum probability that with in all instructions & all relationships with the Organization the Supportive model is based on leadership rather than on power or money. Good leader provide an environment in

from employees to group grow while they help the Organization achieve its Object. In this model managers believe that an inadequately supportive work climate leads to resistance amongst the employees. They attempt to provide an appropriate environment to employees that motivate them to contribute to the growth of the organization. The management functioning on Supporting model seek to help employees perform better in their job. In this employees work hard & strive to hence their performance not under compulsion but motivated by the support extended by management. This model is specially effective in those situation where employees' lower level needs are satisfied it may not be effective in case of employees whose basic needs are not met with remuneration obtained from the organization. Supportive approach ^{improved} relationship b/w employees & employees & thus help in moulding organizational behaviour.

4)

Collegial model

This model began about 50 years ago. Collegial means people working together co-operatively. In this model, management builds a feeling of a partnership with employees. The environment is open & people partnership. The Collegial model is about team work, managers & coaches to help build better teams. Employees are responsible. They feel obliged to others on the team to produce quality work. Employees must be self-disciplined. Many employees feel satisfied that they are making a worthwhile contribution. This leads to self-actualization & moderate enthusiasm. In the way they perform. The Collegial model is specially useful for creative work, like marketing or communication or thinking environments like education & planning.