



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – Cross Cultural Management

**UNIT-I Organizational Change from a global
Perspective**

Presented by

Ms. A. Hanis Sultana Assistant
Professor, Department of
Management Studies

1st

**Indian
Institution
To
Implement**

**Design
Thinking
Curriculum**

Redesigning Common
Mind and Business
Towards Excellence



Recall



Organizational Change and Organizational Culture



01.03.2024

Ms.A.Hanis Sultana, AP/MBA/SNSCT

02/10



TODAY'S TOPIC:



Organizational Change from a global Perspective



01.03.2024

Ms.A.Hanis Sultana, AP/MBA/SNSCT

03/10



Organizational Change from a global Perspective

While the economy and the global environment often play roles in forcing you to make changes within your company, the results can be positive. Forced changes afford opportunities that you may have overlooked in the past. They can lead to increased performance, higher employee morale, and, ultimately, greater profits for you and your business. The way you respond to the changing global economy impacts your chance of survival and success in that environment.

01.03.2024

Ms.A.Hanis Sultana, AP/MBA/SNSCT

04/10



Mentality

An organization typically takes on the attitudes and mentality of its leadership. Smooth transitions during organizational changes occur when you remain calm and focused with clear goals and commitments. According to the U.S. Office of Personnel Management, effective leaders of transitioning global enterprises must be flexible and resilient, with the ability to remain calm under pressure. As an effective leader you must think creatively to suggest organizational changes that best serve the employees and the customers. To be a successful leader during global expansion, you must possess long-term vision that you can communicate to your staff so they can best put the changes into action.

Markets

Advances in technology, transportation and trade agreements open up an entire new world of opportunities for your products and services. To meet the demands of the global marketplace, you must move beyond your current borders to open offices and assign managers to various locations around the world. Your expanding global markets demand that you develop strategies and resources to exploit the opportunities to open stores, create ad campaigns, and utilize local resources to remain competitive. Departments need to diversify to meet the needs of various cultures, languages, market demands and available resources.



Mergers

To meet the various demands, your company may need to consider alliances and mergers with other global companies. You've got to develop a global network to guide you and your company through the various new channels you'll be trading in. Acquisitions and joint ventures can help solidify your position in other countries. The addition of new divisions within your organization call for leadership changes as well as internal cultural adjustments. For example, while your employees may have become accustomed to working only set daytime hours, you may have to institute a culture of flexibility that calls for varied schedules to maintain relationships through different time zones.

Management

Management of a global workforce requires developing new skills and maintaining clear communications within each new division. Resources must be managed differently, often requiring new skill sets and additional personnel in various departments. Shifts in priorities may reduce the need for select in-house staff, while mergers may create redundancies within your organization. Human resource managers must develop skills to institute new hiring techniques, employee benefits and pay scales. Your organization must revisit your corporate philanthropy policies to include global community projects and funding of events in key locations not previously on your radar.



REFERENCES:

- ▶ <https://smallbusiness.chron.com/global-environment-affects-organizational-change-38423.html>

Assessment

A Company that decides to decentralize its sales procedures is managing what change category?

- a. Technology
- b. People
- c. Competitors
- d. Structure

Answer: Option D

Summary

- Mentality
- Markets
- Mergers
- Management

01.03.2024

Ms.A.Hanis Sultana, AP/MBA/SNSCT

09/10



Reach us @



snsinstitutions



snsinstitutions



snsinstitutions



Snsinstitutions



snsinstitutions

