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LEVERAGING ORGANISATIONAL BEHAVIOUR FOR SUSTAINABLE COMPETITIVE ADVANTAGE: STRATEGIES, IMPACTS, AND BEST PRACTICES

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INTRODUCTION

Most of the management gurus stated that organizational behaviour helps in securing competitive advantage. Business organizations are facing different problems and issues. For managing the challenges, the organizations have to develop effective organizational behaviour and they also have to introduce productive tools and strategies for effectively managing the organizational behaviour. According to the words of Lee (2019), organizational behaviour is directly related to people and it also connected major issues faced by the people. (Lee et al 2019, p.109). Most of the researchers stated that organizational behaviour helps for predicting, controlling and understanding the people within the organization. This paper, we are analysing the importance of organizational behaviour and we are also analysing how it helps the managers for attaining the competitive advantage.

LITERATURE REVIEW

According to the words of Tong (2019) organizational behaviour can be called as an effective tool for understanding the behaviour of the people in the organization (Long et al 2019, p.473). According to the words of Wang (2019), most of the managers are giving more importance to the concept of organizational behaviour for understanding the problems faced by the people in the organization (Tong et al 2019, p.475). As per the report of Business Insider (2018) employees can be called as the valuable assets of the organization, the organization has to offer best quality services to the employees. The managers have to understand the problems of the employees and they also have to frame effective strategies for improving the motivational level of the employees. According to the words of Stewart (2019), effective management organizational behaviour always helps for attaining and securing the competitive advantage and it also helps the organization for improving the performance productively (Stewart et al 2019, p.47). As per the report of Forbes (2019), organizational behaviour can be classified into three major categories,

1. Micro organizational behaviour
2. Meso organizational behaviour
3. Marco organizational behaviour

Micro organizational behaviour is mainly focused on assessing the behaviour of the individuals and Meso organizational behaviour is focused on the groups and Marco organizational behaviour is focused on the organizations. According to the words of Kim (2019) companies are facing competition from the national and international players for managing the competition the companies has to give more importance for developing effective organizational behaviour (Kim et al 2019, p.108). Due to the impact of the globalization and other recent trends, the concept of organizational behaviour is becoming very important for the organization for attaining the goals and objectives (Morya et al 2019, p.7). If the managers failed to understand the problems faced by the employees, it will affect the performance of the organization. Organizational behaviour helps the managers for understanding workplace issues and consequence. It also helps in implementing effective tools and strategies.

According to words of Kim (2019), effective organizational behaviour helps for improving the team productivity and performance. If the employees are working effectively it will help for making changes to the current practices and it also helps for implementing new products and services (Kim et al 2019, p.109). According to the words of Han (2019), the concept of organizational behaviour is connected to different discipline and it helps the managers for adopting new strategies and it also helps for adapting new changes based on the market conditions (Lu et al 2019, p.12). The taste and preference of the customers are changing

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day by day and for attracting the customers the companies have to implement innovative products and services. For implementing the new practices, the organization required the support of employees. Organizational behavioural also helps the organization for managing the diversity issues in the organization. For attaining the competitive advantage, the organization required the support of employees, organizational behaviour helps for assessing the behavioural patterns of the employees and it also helps for developing a healthy atmosphere in the organization. According to the words of Wang (2019) for providing quality services to the customers, companies required skilled and competent employees. By providing quality training to the employees we can able to improve the performance level of the employees, organizational behaviour also helps for understanding the training need analysis of the employees (Long et al 2019, p.473)

According to the words David (2020), most of the business managers considered organizational behaviour as an effective tool and mechanism for securing a competitive advantage. Organizational behaviour helps for balancing the efficiency, entitlements and equity concerns of the employees in a fruitful way (Stewart et al 2019,p.47). Effective organizational behaviour also helps in identifying and solving the internal and external issues faced by the organization. For attaining the competitive advantage, the overall performance level of the organization has to be improved. According to the words of Blake (2019) organizational behaviour mainly assess human behaviour and its impact on the performance, motivation and leadership practices. Effective organizational behaviour helps for improving the leadership abilities and skills of the employees and it also helps the employees to manage different challenges fruitfully (Latham 2019,p.16). We know the fact that employees are working in the organization for attaining personal as well as professional goals. According to the words of Peter (2016), effective organizational behaviour helps for understanding the personal problems faced by the employees (Huisman et al 2019, p.584). As per the report of Business Insider (2019) for attaining the competitive advantage, the managers have to focus on the aspect of shared responsibility and with the help of effective organizational behaviour, we can improve the relationship between the employees.

RESEARCH METHODOLOGY

Research Design

For studying the importance of organizational behaviour we used descriptive research design and it helped for understanding the various theories and concepts related to organizational behaviour. The descriptive research design also helped for conducting an in-depth study about the topic.

Data Collection

For studying the subject we used two sources primary and secondary

Primary Source

For collecting the data in a detailed way, we used online questionnaires and we also interacted with some company professional for getting valuable insights about the topic

Secondary Source

We collected data from the published journals, books and business magazines, we also used social forums for getting more information.

FINDINGS AND ANALYSIS

Most of the companies considered organizational behaviour as a framework for securing a competitive advantage. While analysing the companies such as Google and Amazon we can understand that effective organizational behaviour helped these companies for responding to the changes and for effectively managing the competition. If we are analysing the Amazon organizational behaviour, we can understand that it provides the freedom to employees to go beyond the traditional limits and it helps the company for getting new ideas and plans. Both companies successfully integrated organizational behaviour with the corporate strategy and it helped the organization for attaining the competitive advantage. The company is using ELVN model of organizational behaviour for managing the issues and problems. ELVN model mainly focused on the aspects of Exit- Loyalty- Voice- and Neglect. This model helped the organization to understand that factors that affect the performance of the employees and it also helped the organization for making changes to the services offered to the customers. ELVN model used by the Amazon also helped the company for managing the attitude of the employees and it also helped for improving the performance level of the employees (Cu et al 2019, p.20).

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Effective organizational behaviour always helps the organization for developing sustainable competitive advantage and it also helped the company for improving the growth level. We know the fact that employees can be called as valuable resources of the organization, for attaining the goals the company required their support. So first of all the managers has to understand that various challenges that are affecting the performance of the employees. While analysing international companies such as Cisco and Hilton we can understand that they considered organizational behaviour as a discipline that helps the organization for managing the internal and external challenges. The concept of organizational behaviour provides different options to the managers for making changes to the current practices or for introducing new policies and practices (Guzman et al 2019, p.73). While analysing the US-based company Gibson Guitar we can understand that most of the employees are not interested to work with the company and as per the report of Glassdoor (2017) rating provided by the employees is 1.9. Due to the ineffective organizational structure and behaviour directly influenced the performance of the employees and as a result, the company became bankrupt in the year 2018. From this we can understand that the managers have to give more importance for establishing effective organizational behaviour, it helps for improving the commitment and dedication of the employees in an effective way. Most of the business managers stated that organizational behaviour helps for improving the cohesion between the team members and it also helps the company for getting quality outcome. According to the Sundar Pichai (2019) CEO of Google, to be competitive and for attaining the current and future goals the organizations required the support of skilled and competitive employees (Black et al 2019, p.74). Organizational behaviour called as a skill-building approach that helps for improving the efficiency of the organization and employees.

RECOMMENDATIONS AND CONCLUSIONS

Recommendations

For improving the organizational behaviour and for securing the competitive advantages the business managers have to use some strategies and tools. Now we can analyse the strategies for improving the organizational behaviour of an organization in a detailed way.

1. Setting clear goals and expectation

The business managers have to set clear goals and expectation and it helps for understanding the actual need of the organization and it also helps for improving the performance level of the employees in a productive

2. Quality of leadership

For improving the organizational behaviour and for securing competitive advantage, the company is also required the support of effective leaders. Leaders can motivate the employee and leaders can also understand that different problem faced by the employees. While analysing the example of Ricardo Semler, CEO of SEMCO group, he developed a flexible organizational behaviour culture and it helped the company for attaining the competitive advantage and for improving the earning level (Kim et al 2019,p.107). Leaders always help the organizations for implementing productive practices and they can also understand that various issues related to the internal and external operations of the company.

3. Developing effective communication strategies

For improving organizational behaviour, the managers also have to give more importance to effective communication strategies and plans. Communication strategies help for improving the relationship between the team members and it also helps the leaders for communicating the messages to the team members in a productive way. Communication tools also help for reducing the various problems faced by the organization

4. Streamlining process with the right tools and technologies

Organizational behaviour provides an idea about the problems related to the current process and practices. The managers also have to use the right tools and technologies for improving the overall operations and processes (Lu et al 2019,p.32). If it is required, the managers can integrate IT tools for improving the performance level of the employees.

5. Developing a supportive model

For improving the organizational behaviour, the managers have to develop a supportive model and it helps for motivating the employee to work with the team and helps for attaining the goals.

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While analysing all these aspects we can understand that business managers can use different tools and strategies for improving organizational behaviour. Effective organizational behaviour always helps the organization in securing a competitive advantage.

CONCLUSIONS

The business managers have to adopt effective practices for improving the performance of the organization. Most of the managers considered organizational behaviour as a problem-solving approach, which helps in managing the different internal and external challenges faced by the organization. For attaining the competitive advantage, the organization required the support of skilled and competent employees. Effective organizational behaviour and culture help for assessing the performance and behaviour of the employees and it helps the organization for attaining the sustainable competitive advantage.

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