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William Fiedler on Tue, Aug 29 2017, 7:47 AM

Submission ID: 524cf893-1cf4-428d-9c87-c1d2652f5c95

100% highest match

mba 6001 unit IV essay.docx

Word Count: 1,589

Attachment ID: 174981438

100%

Citations (1/1)



Another student's paper

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ORGANIZATIONAL RESEARCH WILLIAM FIEDLER COLUMBIA SOUTHERN UNIVERSITY

ORGANIZATIONAL RESEARCH AND THEORY OF THE COCA COLA COMPANY THE COMPANY ANALYZED IN THIS CASE, IS THE COCA COLA COMPANY. THERE ARE DIFFERENT STAKEHOLDERS RELATING TO THE AFFAIRS OF THE COMPANY IN ENSURING THAT ITS GOALS AND STRATEGIES ARE ACHIEVED. THIS THEN BEING THE FACT, THERE IS NEED TO ENSURE THAT THERE IS IN-DEPTH CONSIDERATION OF COCA COLA EMPLOYEES WHOM PLAYS A CRITICAL ROLE IN FACILITATING DAILY OPERATIONS OF THE COMPANY.

THE COMPANY HAS ABOUT 94,800 EMPLOYEES AT THE GLOBAL OPERATIONS WHOM FACILITATE AND ENABLE GLOBAL ACHIEVEMENT OF COCA COLA'S STRATEGIES (KARNANI, 2014). THESE EMPLOYEES IN THE SENSE OF THE COMPANY OPERATIONS ITS EVIDENT THAT THEY ARE RELATED AND INTEGRATED WITH COCA-COLA'S GOVERNANCE STRUCTURE WHICH MAINLY ENSURES EASIER DELEGATIONS OF ROLES AND RESPONSIBILITIES.

THE COMPANY IN ITS CONTEXT OF ITS OPERATIONS ITS EVIDENT THAT ITS GOVERNANCE STRUCTURE IS UNIQUE DUE TO THE DIFFERENT LEVELS OF GOVERNANCE IT HAS ADAPTED TO FACILITATE ITS OPERATIONS. THE COMPANY LEVEL OF GOVERNANCE THAT IS ITS OPERATIONAL STRUCTURE IS FIVE LEVEL CORPORATE GOVERNANCE FROM THE TOP OF OPERATIONS DOWN TO LOW MANAGEMENT LEVEL (ZYPHUR ET AL., 2016).

THIS GOVERNANCE LEVEL HAS BEEN RELATED WITH EFFECTIVENESS IN SOME OF ITS GLOBAL OPERATIONS FOR INSTANCE IN THE CASE OF SOME OF THE HEAD OF CERTAIN UNITS HAVE BEEN RELATED REPORT ITS AFFAIRS TO THE TOP GOVERNANCE BASED IN THE COMPANY'S HEADQUARTERS. FOR INSTANCE, CANADA OPERATIONS HAS BEEN ASSOCIATED REPORTING ITS AFFAIRS TO THE COO OF NORTH AMERICA WHERE NORTH AMERICA REPORTS THIS AFFAIR TO CEO.

THIS THEN BEING THE CASE, IT'S EVIDENT THAT THE STRUCTURE GENERATES COMPLEXITIES IN ITS OPERATIONS DUE TO THE LOCALITIES AND THE TIME TAKEN FOR THE SAME PIECE OF INFORMATION TO BE IMPLEMENTED AT THE GOVERNANCE LEVEL RELATED WITH ITS EMPLOYEES.

THIS THEN BEING THE FACT, THE COMPANY HAS BEEN RECENTLY RELATED IN FINDING DIFFERENT SOLUTIONS WHICH WOULD ENSURE THAT ANY COMPLEXITY IN RELATIONS TO ITS ORGANIZATIONAL STRUCTURE IS REMOVED FOR EASIER ACHIEVEMENT OF ITS GLOBAL GOALS AND FULFILMENT OF ITS COMMITMENT TO ITS GLOBAL

CUSTOMERS THUS ENHANCING ITS COMPETITIVE POWER WHICH IS CRITICAL IN THE CURRENT SOFT DRINK INDUSTRY.

THIS WOULD ENSURE THAT IT COMPREHENSIVELY ADDRESS CRITICAL ISSUES RELATED WITH THE SOFT DRINK INDUSTRY WHICH HAS BEEN DYNAMIC AND RELATED WITH ETHICAL ISSUES SUCH AS GLOBAL HEALTH. THE OTHER CRITICAL FACTOR THAT SHOULD BE CONSIDERED IN THE CONTEXT OF COCA COLA OPERATIONS IS THE CODE OF ETHICS WHICH HAS BEEN A MAJOR CONCERN TO THE COMPANY'S CUSTOMERS IN THE SENSE OF ITS GLOBAL OPERATIONS.

IN THE SENSE OF THE EMPLOYEES RELATED WITH COCA COLA'S OPERATIONS ITS EVIDENT THAT THE COMPANY HAS FOCUSED AND CREATED A POST RELATED WITH RESOURCING AND ADDRESSING THE DIFFERENT ETHICAL ISSUES RELATED WITH ITS OPERATIONS. THIS IS IN REGARDS WITH ITS EFFORTS TO OPERATE AND SUSTAIN ITS ETHICAL ENVIRONMENT THROUGH A CREATED ETHICS AND COMPLIANCE COMMITTEE WHOM HAS BEEN BESTOWED TO MAINTAIN AND ORGANIZE COCA COLA OPERATIONAL ENVIRONMENT.

THE COMMITTEE HAS BEEN ON THE FOREFRONT DEPTH IN ENSURING THAT INTEGRITY, HONESTY AND TRANSPARENCY. SOLVING CONFLICTS OF INTERESTS RELATED WITH DIFFERENT STAKEHOLDERS BOTH AT THE MICRO AND MACRO ENVIRONMENT AND COHESION'S IN WORKING WITH OTHER STAKEHOLDERS IN THE CONTEXT OF FULFILLING AND ACHIEVING THE REQUIRED GLOBAL ETHICAL ISSUES.

THE ABOVE ETHICAL ISSUES ARE ALWAYS EFFECTED THROUGH THE ETHICAL COMMITTEE CONSIDERING DIFFERENT PARAMETERS SUCH AS CONSISTENCY WHEREBY ITS CHECKED AGAINST DIFFERENT TASKS THAT ARE PERFORMED BY THE EMPLOYEES OF THE COMPANY. THE DIFFERENT TASKS ARE THEN EVALUATED AGAINST ETHICAL MEASURES TO ENSURE COMPLIANCE AND IF IN THE PROCESS OF EVALUATION, THE TASK OR TASKS ARE ASSOCIATED WITH NON-COMPLIANCE MEASURES THEN REVIEW OF THE MEASURES AND EFFECTIVE COMMUNICATION BETWEEN THE DIFFERENT STAKEHOLDERS IS FACILITATED WHERE THIS HAS EVEN LEAD TO TERMINATION OF SOME CRITICAL TASKS FOR COMPLIANCE.

DIFFERENT RULES AND REGULATIONS ARE MADE KNOW CLEAR AND PRECISE TO THE EMPLOYEES IN THE SENSE OF ENSURING THAT COMPLIANCE AND SUSTAINABILITY OF THE COCA COLA'S OPERATIONS.

FOR INSTANCE, COCA COLA'S MANAGERS HAVE BEEN ASSOCIATED TO FACILITATE THEIR SUPERVISION DUTIES THROUGH CONSIDERATION OF THE SUSTAINABILITY REQUIREMENT BY THE COCA COLA COMPANY THROUGH ENSURING THAT DIFFERENT EMPLOYEES WORK WITHOUT RETALIATION (ZYPHUR ET AL., 2016). THIS THEN HAS BEEN RELATED WITH EFFECTIVENESS AND FULFILLMENT OF COCA COLA GLOBAL STRATEGIES AND ETHICS.

ITS THEN EVIDENT THAT DIFFERENT STAKEHOLDERS HAVE WORKED TOWARDS THE ACHIEVEMENT OF COCA COLA'S CODE OF ETHICS OPERATIONS. FOR INSTANCE, THE MANAGEMENT HAS RELUCTANTLY BEEN ASSOCIATED IN COMPLYING WITH GLOBAL ETHICS THROUGH EFFECTIVE COMMUNICATION WITH ITS IMMEDIATE EMPLOYEES WHO FACILITATE THEIR DAILY COMPANY OPERATIONS (KARNANI, 2014).

THE MANAGEMENT ALSO FROM THE CHIEF EXECUTIVE OFFICER HAS DEVELOPED AND DESIGNED ITS GOALS AND STRATEGIES THROUGH CONSIDERATIONS OF THEIR GLOBAL PORTFOLIO WHICH HAS COMPOSED AND RECOGNIZED THEIR GLOBAL REQUIREMENTS IN CONSISTENCE WITH ITS GOALS AND MISSION. THIS HAS SEEN THROUGH CONSTANT ASSOCIATION AND REVIEW OF SOME CRITICAL ISSUES SUCH AS HEALTH CONCERN WHICH HAS BEEN RELATED WITH THE COMPANY'S PRODUCTS.

FINALLY, CONSTANT COMMITMENT OF THE GLOBAL COCA COLA COMPANY MANAGEMENT IT'S SUCH AS CLEAR INDICATION THAT RESOURCES ALLOCATION TO ENSURE EFFECTIVE RELATIONS WITH THE GLOBAL ETHICS THUS ENABLING AND FULFILLING ITS COMMITMENT OF ITS AFFAIRS OF AT THE GLOBAL SCOPE.

ON THE OTHER HAND, IT'S EVIDENT THAT EMPLOYEES HAVE WORKED TOWARDS THE ACHIEVEMENTS AND COMMITMENT OF THE DIFFERENT ACTIVITIES THEY DO RELATE AND FACILITATE IN THEIR DAY TO DAY OPERATIONS WHICH ARE ETHICAL. THIS HAS BEEN CLEARLY ASSOCIATED WITH THE QUALITY AND VARIETIES OF THE PRODUCTS WHICH HAS BEEN ASSOCIATED WITH EMPLOYEES.

THE COMPANY DEVELOPS ENSURING EASIER COMMITMENT AND MEETING THE DIFFERENT GLOBAL REQUIREMENTS
ON THE OTHER HAND, DIFFERENT GOVERNMENT CONSIDERING THAT COCA COLA IS A GLOBAL COMPANY HAS
PLAYED THEIR ROLES EFFECTIVELY THROUGH ENSURING THAT THEY DEVELOP OPERATIONAL STANDARDS AND
MEASURES THAT THE COMPANY SHOULD MEET TO ENSURE BETTER OPERATIONS AND THE QUALITY OF DIFFERENT
PRODUCTS OFFERED BY THE COMPANY TO ITS CUSTOMERS.

OTHER SOCIETAL GROUPS SUCH AS MEDICAL AND FOOD RELATED BODIES HAS ALSO ENSURED EFFECTIVE ETHICAL
OPERATIONS OF THE COMPANY IN THE SENSE THAT THEY HAVE CONTINUED WITH THEIR DAY TO DAY RESEARCH
RELATED WITH COCA COLA OPERATIONS IN TERMS OF THE DIFFERENT PRODUCTS THEY OFFER TO THE MARKET TO
ENSURE POSITIVE BENEFITS TO THE GLOBAL CUSTOMERS. IN CASE, SOME OF THE INGREDIENTS IN SOME PRODUCTS
HAS BEEN COMPROMISED THESE GROUPS HAS ALSO ALWAYS PLAYED A CRITICAL ROLE IN COMMUNICATING AND
PARALYZING THE COMPANY'S OPERATIONS. FOR INSTANCE, THE ISSUE OF COCA COLA FORMULATION HAS BEEN
SUCH AS COMPROMISE AND GENERATED WAR BETWEEN THE COMPANY AND THE DIFFERENT SOCIETAL INTEREST
GROUPS.

FINALLY, CUSTOMERS TOO HAVE ALSO PLAYED A CRITICAL ROLE AND RESPONSIBILITY IN ENSURING THAT
CONSUMPTION OF THE PRODUCTS WHICH HAS ENABLED THE COMPANY TO EARN AND MAKE ITS PROFITABILITY AND
RETURNS (ZYPHUR ET AL., 2016). THIS EVER-RISING DEMAND HAS ENSURED BETTER SERVICE DELIVERY IN TERMS OF
ACCESSIBILITY, FAIR PRICING OF THE PRODUCTS AND QUALITY OF THE PRODUCTS WHICH HAS BEEN VITAL AND
SENSITIVE AT THE GLOBAL SOFT DRINK INDUSTRY.

IN TERMS OF THE REWARD SYSTEMS ASSOCIATED WITH COCA COLA COMPANY ITS EVIDENT THAT THE COMPANY IS
COMMITTED TO RETURN ITS PROFITABILITY IN THE IMMEDIATE STAKEHOLDERS SUCH AS EMPLOYEES.

THIS COMMITMENT OF THE COMPANY IS TO ENSURE THAT A COMPREHENSIVE ENVIRONMENT IS CREATED THROUGH
ENSURING THAT ITS EMPLOYEES ARE MOTIVATED AND INSPIRED IN THEIR CONTEXT OF THEIR OPERATIONS WHERE
THEIR MAIN TARGETS ENCOMPASSES OFFERING WIDE VARIETIES OF PRODUCTS WITH EXCELLENT BRANDS.

OTHER NOTABLE BENEFIT SCHEME CREATED BY THE COMPANY IS THROUGH CREATION AND MAINTAINING OF LARGE
NETWORK OF SHAREHOLDERS AND SUPPLIERS AT THE GLOBAL OPERATIONS FULFILLING THEIR DIFFERENT
REQUIREMENTS.

FINALLY, THE CORPORATE SOCIAL RESPONSIBILITY OF THE COMPANY AT THE GLOBAL SCOPE IS ANOTHER CLEAR
INDICATION OF ITS BENEFICIAL SCHEME IN THE SENSE THAT THE IMMEDIATE SOCIETY BENEFITS FROM THE
DIFFERENT ENVIRONMENTAL PROGRAMS ASSOCIATED WITH THE COMPANY. FOR INSTANCE, THE COMPANY HAS
BEEN ASSOCIATED WITH RECYCLING ON SOME OF ITS PRODUCTS SUCH AS BOTTLES THUS ENSURING A CLEANER AND
SAFER ENVIRONMENT FOR MANKIND SAVING THE WORLD (KARNANI, 2014).

THESE PROGRAMS THEN BEING IN PLACE ITS THEN CLEAR THAT SOME POSITIVE BENEFITS HAVE BEEN FELT BY
DIFFERENT STAKEHOLDERS SUCH AS EMPLOYEES, SOCIETY AND OTHER STAKEHOLDERS.

MAJORLY EMPLOYEES HAVE BENEFITTED POSITIVELY THROUGH VISUALIZATION IN THE SENSE THAT THEY ARE
MOTIVATED AND INSPIRED BY THE DIFFERENT ACTIVITIES THEY DO RELATE WITHIN THE ORGANIZATION.

CUSTOMERS ALSO BENEFITS IN THE SENSE THAT THEY CAN ACCESS DIFFERENT SERVICES AND PRODUCTS RELATED
WITH THE COMPANY OPERATIONS AT FAIR PRICING AND QUALITY PRODUCTS (ZYPHUR ET AL., 2016). IT IS ALSO
EVIDENT THAT SAFER AND ENVIRONMENT WHICH HAS BEEN A MENACE TO MOST ECONOMIES HAS BENEFITTED
WORKING PLACE TO DIFFERENT SOCIETIES WHOM ARE MAJOR CUSTOMERS OF THE COMPANY (KARNANI, 2014).

NEGATIVELY IN THE SENSE OF THE COMPANY ACHIEVING ITS SUSTAINABILITY PROGRAM ITS EVIDENT THAT THE
MANAGEMENT HAS BEEN ON THE FOREFRONT MISSION CRITICIZING ITS EMPLOYEES WHOM WORK HARD LEADING

TO BETTER PRODUCTIVITY THOUGH ON THE OTHER HAND IN TERMS OF SALARIES AND WAGES THEY ARE STILL NOT
UP THEIR EFFORTS.

REFERENCES KARNANI, A. (2014). 1 CORPORATE SOCIAL RESPONSIBILITY DOES NOT AVERT THE TRAGEDY OF THE