

## **Organisational behaviour of Nestle**



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## ***Background/ Overview of the Company***

Nestle was founded by two brothers named George page and Charles in 1866. They have integrated milk supplies from Switzerland and sold it in the form of condensed milk with the name of Anglo-Swiss condensed milk company (Tiganas et al., 2019). However, Henri nestle introduced the first food of infants in 1867 with an iconic logo of the nest. Moreover, in 1905, the Henri company has merged to form nestle group with Anglo-Swiss. Nestle faces employee performance issues by not meeting definite requirements that a job requires, such as standards to uphold an organisation's culture. The other issue of nestle staff behaviour is that they don't pay deep attention to the feedback given to them by their managers. They paid less attention to it (ADETUNJI and OYEKAN, 2020).

## ***Organisational Behaviour Such As Culture, Politics, Power And Motivation***

### ***Organisation Culture***

The culture of an organisation is a cluster of internal behaviours and internal values in an organisation, which includes thinking ways, future expectations and beliefs. It also includes repetitive habits and responses to emotion (Dohlman et al., 2019). The values of Nestle are reflected in the ways of its business functioning. By working honestly and legally with an element of respect for its people and with its associates with whom they perform its business activities in terms of diversity and for the future (Lee et al., 2020).

### ***Organisation Politics***

Organisational politics denotes a range of activities related to the use of effective tactics to advance organisational or personal interest interests (Tiganas et al., 2019). The organisational politics of Nestle includes its business activities by involving employees in its functions and ways of business functioning. In this way, nestle make the interest of its employees parallel to its business activities (Tiganas et al., 2019).

### ***Organisational Power***

Power is significant in an organisation as it aids to achieve one's goals (Shah et al., 2020). The additional power to a group or individual of persons within any specific business wilds, the

more effective it will have and the further it will attain. The global of nestle is its power due to its quality products offered to a wide range of the customer around the globe. Wherever nestle functions in around 187 countries which is its power. This power contributes to the growth of the respective company. The presence of nestle in a few countries is around 150 years old by establishing its brand in the local regions (Suri, 2018). The products of nestle are available to a wide range of customers, which build a positive image and affect its brand in the mind of its customers.

### *Organisational Motivation*

The organisational work setting is theorised as partaking three key features, which includes organisational motivation to originate describes a basic business alignment near innovation, as well as its, provides support for innovation and creativity; practices of management include the organisation at all stages of the business, however most prominently the level of personal projects and departments; managerial encouragement and work cluster support are two instances of related administrative practices or behaviour and assets are related to everything that a business has available to assist work creativity (Dohlman et al., 2019). As per the leader of Nestle, they empower, motivate and encourages its employees to provide the best of them by applying their abilities by creating job satisfaction. Moreover, according to them, happy employees are more productive and perform better, which increase the firm's productivity. Nestle consider employee motivation as their key area of focus for the better functioning of the entire organisation and worker motivation (Shah et al., 2020).

### *Nestle Hofstede's Dimensions Of Culture Theory*

#### *Nestle Power Distance*

Nestlé is headquartered in the United States, so its cultural significance is explored through this model in order to understand Nestlé's cultural rules and practices. The USA received the lowest rating in the energy category (Suri, 2018). This means that it focuses on equality in society and government. It can be said that forming a Nestlé class has a loose structural hierarchy, and there are few differences in authority and power between subordinates and managers. Sharing of

information and communication are common and informal, whereas more participatory and direct communication is common in business (ADETUNJI and OYEKAN, 2020).

### *Nestlé Individualism*

According to Hofstede's dimensions of culture theory, Nestlé employees show similarities; they have to be independent and do something (Ahmed et al., 2019). They value their independence and self-expression, and their profit margins have improved as they focus more on personal than organisational goals. In addition, Nestlé employees have a strong work ethic, often focus on individual achievements and have strong personal goals. Individualism in American society is fostered by its democratic structure and the laws and rights that strengthen it (Suri, 2018). Thus, Nestlé seems to be individualisms rather than groups and its employees are considered independent and distinct.

### *Nestlé Masculinity Values*

According to Hofstede's theory, Nestlé also incorporates the principles of masculinity into its organisational culture. The staff is very competitive; one is encouraged to do better than the other. These people are driven by success, and they are not afraid to show their success (Ahmed et al., 2019). They focus on improving their social value and celebrating money, not financial rewards. These people are aggressive and ambitious in nature and will not allow anyone to stop them from succeeding.

### *Avoidance of Uncertainty Nestlé*

According to Hofstede's cultural theory, Nestlé's culture is the emergence of new opinions and ideas. It contains high greater tolerance of deviant views that went against violating workplace regulations (Lee et al., 2020). Instead of experiencing precarious situations, employees see it as a challenge and an opportunity to do better. In addition, they are more likely to come up with new business ideas and practices. The organisation welcomes these new ideas and knowledge (Dohlman et al., 2019).

### *Nestlé's Short Term Orientation*

Nestlé, like other companies throughout the country, also integrate short term measures like other businesses use in accordance with Hofstede's cultural theory (Shah et al., 2020). This is also due to frequent modification in the external setting and in business issues. As companies focus on future growth, they are aware that the external environment may change rapidly; therefore, they have to adapt fairly quickly to gain a competitive advantage (Tiganas et al., 2019).

### *Nestlé's Indulgent Culture*

Nestlé culture contains the element of indulgent culture ad per Hofstede's cultural theory. Employees can enjoy benefits such as flexible working hours and telework, as long as the quality of their work is not reduced. These offers staff a variety of facilities, such as sports centres, leisure centres, theatres, daycare, and more (ADETUNJI and OYEKAN, 2020). Nestlé's culture is parallel with the country's cultural traditions where it's headquartered is established. By understanding these cultural principles, organisations can identify their competitors and make sound business decisions (Dohlman et al., 2019).

### ***Impact of Power, Culture And Politics On The Behaviour And Performance Of Individuals In The Organisation, As Well As How They Affect The Team As A Whole***

Power, culture and politics play an important role that impacts the employee's overall behaviour and performance in the organisation (Press et al., 2021). The power of an organisation includes the leader who has greater power to influence the member of the firm by providing them opportunities in terms of promotion and benefits as per their performance (Orji et al., 2020). As well as culture also impact each employee's behaviour. Similarly, working in a team with the diverse cultural backgrounds of each member influences each member's performance and behaviour. At the same time, a positive and change welcoming culture impacts all organisations, individuals and teams in terms of job satisfaction and the firm's productivity. The politics of an organisation often results in adverse where individuals and teams face conflict in terms of different views and opinions of each member of the firm (Shah et al., 2020).

### *Nestle Maslow's Hierarchy Of Motivation*

Maslow's theory of motivation, Maslow's theory of motivation contains several need hierarchy to motivate employees at the workplace, whereas nestle motivate its staff behaviour by applying the concept of Maslow's theory of motivation (Lee et al., 2020). The first level of needs or hierarchy includes the physiological need where nestle provides its employees basic pay and benefits as per their need. The next hierarchy of needs offers safety to its employee. The third hierarchy of need includes employees' sense of connection between its associate, where nestle make sure to provide a friendly environment (Dohlman et al., 2019). The fourth stage includes the self-esteem need, where nestle makes sure to provide its employee's rewards and recognition as per their performance. The last hierarchy of needs includes self-actualisation, where employees want to achieve their goals as per their expectations in terms of career growth (Suri, 2018).

### **Recommendations**

Nestle need to focus on the key factors as mentioned above, which includes politics, culture, power and motivation, which enable the team to succeed (Ahmed et al., 2019). The cultural factor includes the strong culture of the firm, which enables strong beliefs, values, norms of the individual and organisation. These cultural elements should be aligned with the organisation's mission and individual job aims. Nestle need to work on a more positive culture and constructive use of power to motivate employees (Suri, 2018). Moreover, nestle should work on the negative impact of its organisational politics to provide a better and more unbiased workplace to its employees (Orji et al., 2020). This recommendation would let Nestle in terms of motivating its employees as well as teams which enables them to succeed.

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