Organizational Actively Management for Opportunity Hunting

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Abstract

Organizational Actively Management (OAM) is the responsibility of every manager. Because, an approach for OAM is becoming more widely accepted is a community-based development approach. In Opportunity Hunting Approach (OHA), OAM is the responsibility of every manager for his/her actions. OAM is using from top to bottom development model. According to the survey of market and customers, after understand customers' needs, organization then decide how the quality policy and target will develop, from there the actively management system can be developed. The aim of this study in field of organizational actively management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy. Furthermore, organization should develop the actively management system, in order to conform to general requirements and actively target.

Key words: Organizational Actively Management, Organizational Opportunity, Opportunity Hunting Approach, Opportunity Hunting Policy;

Introduction

Organizational sustained growth relies on the ability to continually profits generate; this in turn depends on their products meeting customers' needs and expectations.

Generally, customer satisfaction evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc. In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs. . The aim of this study in field of organizational actively management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer

satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy. Furthermore, organization should develop the actively management system, in order to conform to general requirements and actively target. For the inclusion of disability aspect within OAM, firstly the whole system has to make less exclusive and hence more inclusive. Each individual is an important part of the world and must be acknowledged and accepted as such. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for opportunity hunting.

Organizational Opportunity

How organizations find out the organizational and business opportunities in most new products and services and how to rank these opportunities in a prior sequence?

However, the outcome-oriented customers study provides a simply and definite answer, which is that the best organizational and business opportunity is in the customer recognized important items, where existing products cannot meet their needs. The writer also provided a simple algorithm (Tieh-Min et al, 2007)

Importance + (Importance - Satisfaction Degree) = Business Opportunity
When (Importance-Satisfaction Degree) <0, then (Importance-Satisfaction Degree) = 0

This calculation provides the business opportunity; therefore, can able to identify the best business opportunity with the most potential.

Although this study provides an advanced positive view point-outcome-oriented customers study, in practice, it will be difficult to examine because of products receivers, users' difference, even some products are only provided for urgent use and the after-use result and performance can not be obtained. The organization just has this feature.

Furthermore, the case study in this study focuses on product itself and product's research and development, does not mention other quality competition dimensions issues. Therefore, this study adjusted organizational and business opportunity algorithm for the best strategy method on customer satisfaction, target management performance assessment (Tieh-Min et al, 2007).

Market Study + Importance + (Importance-Satisfaction Degree) + Customers Feedback
(Complaint and Comment) = Business Opportunity
When (Importance-Satisfaction Degree) <0, then (Importance-Satisfaction Degree) = 0

Both market study and customer feedback come from direct or indirect correlation of customer information such as industry analysis and study, competition analysis, research or media report, customers' behaviors observing and study, customers' requirements and contracts information, products delivery and services, customers' complaint and direct communication, etc.

Through these activities, identified the products and services which customers need but may not be aware, or a new customer group. Because the degree of customer satisfaction survey only focus on a particular class of customers' already known demands, it is useful to improve existing products, but it cannot stimulate the innovation of new products and services.

In the modern world of business, understanding environment reaction and the identification of the main features of a product, which play an important role in the environment decision-making, constitute the main concern of the marketing programs of any organization.

Without a clear and accurate understanding of environment reaction, the organizations would be incapable of fulfilling the needs and demands of the environment.

Environment reaction defined as the reactions the environments show while searching, purchasing, using and evaluating the new products, services and ideas that they need.

Many factors affect environment reaction one of which is the product value from the environment's viewpoint.

Nowadays, organizations are looking for the products or services, which favoured by customers and attract their satisfaction, so they can assign a particular and noticeable share of market to themselves.

For this reason, organizations try to produce products with low cost and high quality so as to attract the customer's satisfaction.

The manufactures are really interested in presenting the products which have value because, otherwise, they will be doomed to failure. Value is a subjective quality, which defined by feelings, and, on the other hand, it is a real quality such as life, operation and the reliability of a products or services, which defined by some properties and specifications.

The concept of customer value can express in the form of an equation:
a) The perceived customer value in this equation shows the difference between the "customer's perceived benefits
b) Environment perceived costs.

In a sense, value has internal, intuitive and abstract meanings such as appearance, shape and style, which perceived by individuals' internal feelings. On the other hand, value is a real quality such as life, efficiency and reliability, which defined by features and specifications.

Therefore, the concept of value cannot be defined easily because the extensive range of definitions and vast applications have made value a vague and complex concept

Moreover, importance degree factors only help enterprises understand different customers' view on products, it is difficult to identify a new customer group distinct from market, therefore, there are another two reference factors are required in the organizational and business opportunity algorithm.

Organizational Actively Factors

Organizational actively factors (Anshu Saran, et al, 2006) exist at the kinetic level of the organization and help in developing the necessary energy at the macro level of the organization to make changes and developments possible and results oriented. The quest for competitive advantage has been the central tenet of strategic management.

Resources would form the base of competitive advantage in an ever-changing dynamic organizational and business environment.

Organizational resources to include all assets, capabilities, organizational processes, firms` attributes, information, knowledge, etc., controlled by a organization and that enable it to conceive of implement strategies that are efficient and effective and these could include finances, hardware, software and personnel.

The greater the technical knowledge resources can new technical ideas be understood and procedures for their development and implementation be attained.

In resource-based theory, organizations seen as bundles of resources, which defined as all tangible and intangible assets that tied to the firm in a relatively permanent fashion and resources can combined or developed over time to generate unique capabilities that increase competitive advantage.

The depth of knowledge resources is an important predictor of the implementation of innovation. This along with the distribution of knowledge brings different perspectives to the discussion on the innovation, leading to a thesis and antithesis of different ideas, which permits a better understanding of new technical processes, encouraging implementation.

It is important to identify the primary patterns of resource changes and their importance in understanding and tracking shifts in the organization over time. Once the basic precepts of these patterns of development in resources understood, they can used like engines of change or catalysts of growth, as tools to support the goals of the entrepreneur in implementation of innovation.

As technology continues to fuel change in the environment, new ventures face increased choices in sources and combinations of resources. A better understanding of the ways that resources may assess, identified and combined can only help new ventures move towards success, which is the goal of all organizations. Resources of an organization directly related to the implementation of an innovation in an organization.

The organizational actively factors reflect the extent of communication among organizational units groups and measured by various integration mechanisms such as:

a) The number of actively committees in organization,
b) The frequency of their meetings,
c) The number of contacts among actively people at the same and different levels and the degree to which the units share decisions;
It directly related to implementation of innovation since it facilitates the rapid diffusion of information throughout the organization.

Research lends support to the notion that interpersonal communication is widespread and that is often the most important source of information and influence as well as being a very important factor in diffusing information about a product.

The higher levels of internal verbal communication may promote implementation since it facilitates the rapid diffusion of information through the organization and would promote cross-fertilization of ideas about possible solutions to the problems posed by the change.

By definition, change represents something different from what employees are accustomed to, hence the need for clear well communicated vision and a path to implement change is obvious.

Given this discussion, we feel that actively communication id directly linked to the implementation of change in any organization, since it helps in mitigating fears among the participating individuals and make them better equipped with the new procedures and practices. Actively communication positively related to the implementation of the innovation in an organization.

Organizational Actively Management

Organizational Actively Management (OAM) is using from top to bottom development model. According to the survey of market and customers, after understand customers' needs, organization then decide how the quality policy and target will develop, from there the actively management system can be developed.

The actively of organization, which determines its survival and growth, depends largely on the productivity of its workforce. In fact, the wealth of a nation as well as socio-economic well-being of its people depends on the effectiveness and efficiency of its various sub components.

Active management generally regarded as the most dynamic of all the factors that employed for the creation of wealth, having the potential to energies and serve as catalyst to all of the other resources.

Organizational actively management is thus of fundamental importance to the individual worker of whatever status, to the organization whether commercial or not and to the national economy at large and accordingly therefore, to the up liftmen of the welfare of the citizen and the reduction if not total eradication of mass poverty.

The crusade for organizational actively management can increase in principle and influenced by a wide range of internal and external variables, which categorized as:

a) General factors: Among which are climate, geographic distribution of raw materials, fiscal and credit policies, adequacy of public utilities and infrastructural facilities, etc.

b) Organizational and technical factors: Those are the degree of integration, percentage of capacity, size and stability of production, etc.

c) Human factors: Those are including labor-management relations, social and psychological conditions of work, wage incentives, physical fatigue, trade union practices, etc.

Although attempts made in the past to tackle this problem of, low organization productivity, which has been a long-standing concern in environment, though establishment of such bureaucratic institutions as the productivity, prices and income. It is not in doubt that organization richly and extra-ordinarily endowed with all the three basic principal factors needed for enhancement of productivity. It namely, capital, human and mineral resources, it has been unable to take advantage of these factors to obtain at least a corresponding level of outputs consequent to which the country, several years since it attained political independence, is yet poverty ridden.

The basis of a developing economy and associated standard of living, according to rising efficiency, which is implied by productivity. It thus becomes pertinent to ascertain the extent to which the organizational environment accounts for the rather low productivity of the organization workers.

Consequently, this research has attempted to provide answers to the following key questions:

a) What are that possible effects of some identified factors in the external work environment on workers' productivity?

b) What extent could a worker's relationship with either management and or co-workers affect organizational actively management?

c) What extent factors in the internal work environment perceived as having adverse effects on organizational actively management.

d) How important are some specifically named facilities in the work environment to enhancing workers' organizational actively management?

e) To what extent do factors in the worker's place of residence have effect on his organizational actively management?

Declining organizational actively management has become a persistent concern of economic and business analysts over the few years and as the decline continues so does the search for solutions.

Organizations have attempted to solve their organizational actively management problems by application of various innovative management techniques.

Some private sector agencies have implemented incentive programs in order to influence employee motivation and increase productivity. Many of the motivational tools used in private industry are not available to managers who work in the public sector. An employee working in the public sector knows that salaries not individually negotiated. Employees who perform their jobs well do not receive larger salary increases than those who perform poorly.

Therefore the link between pay and job performance that is often present in the private sector is all but non-existent in the public sector. Unlike private agencies, public sector organizations are not profit driven; therefore, the pay is less competitive for its employees.

Another strategy used to influence the organizational actively management of private sector workers that is less effective with public sector employees is disciplinary action.

It is difficult to discipline pubic employees. Disciplinary action refers to taking an action against an employee that will result in the termination of that employee. In the private sector, termination is usually swift, with few if any complications.

Termination in the public sector is not as simple. Once a public employee lawfully retained in his/her, position after completion of the probationary period the employee typically attains a permanent status. Once this permanent status attained, procedural due process rights protect a public employee.

Therefore, the treat of losing one's job because of decreased productivity is of more concern to a private sector employee is than public sector employee.

Other factors have identified as affecting the organizational actively management of public employees, these are: inadequate resources, inappropriate organizational structure and insufficient motivation. This push for more productivity from public sector agencies is not a new phenomenon.

These factors may be important; yet, organizational management believes that the attitudes and management styles of mid-level managers are what really influence employee productivity.

One of the primary tasks of the manager is to motivate people in the organization to perform at high levels. It is generally agreed that the more accurately managers can answer the question of what motivates their employees, the more effective they will be at maximizing productivity, enhancing organizational actively management, enhancing performance and advancing the notion of organizational accountability.

There have actually been a number of public sectors productivity movements. The beginning of the last century was characterized by an important organizational actively management interest that diminished.

Yet, after the organizational actively management movement began, a number of conceptual innovations emerged. This movement towards a more organizational actively management public sector can be categorized into four periods:

a) Organizational actively management by the Efficient,

b) Organizational actively management by administrators,

c) Organizational actively management by the managers,

d) Organizational actively management by the private sector;

Organization should make actively policy and target to show the advancing of organizational actively management, implementation and continuously improve the process. A well organizational actively management policy can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction.

In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy.

Furthermore, organization should develop the actively management system, in order to conform to general requirements and actively target.

Therefore, organization should:

- Set up a definite actively policy,

- Set up a relevant actively target,

- Set up at the same time,

- Establish the degree of customer satisfaction they expect to achieve,

- Focus on satisfying customer concerns such as products actively, time, flexibility and costs, then through the scheme of actively management system guide the relevant operational process to achieve actively target.

Organizational Actively Management process

Customer satisfaction and target management structure derive from actively management system requirements. Organization should:

a) Setting: Set up definite policy, target and the degree of customer satisfaction should clarify.

b) Planning: According to actively target, organization should plan total Organizational Actively Management (OAM) system as:

- OAM structure,

- OAM authority,

- OAM responsibility control,

- OAM operation process,

- OAM standards in order to ensure comply with plan and achieve organization actively target.

c) Communicating: Organization should carry out communicating harmonization, encourage staffs involvement and full commitment to customer satisfaction managers' decision-making should comply with the actively policy and target as the maximum guidance principle.

d) Providing: Organization must provide all required resources, according to the plan then produce and sell products to customers.

e) Verifying: Organization aim at customers' after sales feedback, to verify the degree of customer satisfaction. If it does not achieve the expected degree of satisfaction, the manager should identify the cause and work out an improvement scheme to enhance customer satisfaction. Rectification and preventing methods can used through adjusting original actively policy and target, actively rules, communication, training, resources and operation process, etc. After the adjustment and improvement, organization should re-measure customer satisfaction, to ensure the improvement scheme is proper and effective.

f) Feed backing: Organization should provide customers' feedback information to management for inspection and verify appropriateness and effectiveness of the definition of actively policy and target, actively scheme and operation methods.

Opportunity Hunting Approach

In recent years, the change in global market competition has heavily influenced organizational operations. Customers are more and more attentive to the actively of products and services. The four key elements are:

- Products or services quality,

- Time, speed and delivery in time,

- Flexibility,

- Costs and price;

Organizational entrepreneurs should recognize that even though all types of resources are important for firm start-up and growth, certain ones are more salient depending on the goals of the organization. Determines the organizational competitive ability for Opportunity Hunting Approach (OHA) has six dimensions, which are:

- Products or services performance,

- Products or services features,

- Products or services reliability,

- Products or services conformance,

- Products or services durability,

- Products or services serviceability;

However, organizations should apply this structure to search market opportunities and develop products differences to beat competitions.

For Opportunity Hunting (OH), it defined as the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs. Needs should be translated into specifications which have characteristics such as performance, usability, serviceability, reliability, maintainability, security, price and aesthetics, etc.

In addition, the Opportunity Hunting (OH) has been defined as a characteristic that a product or service must have, a quality product or service is one that meets the needs and expectations of customers.

The basis of achieving customer satisfaction is to satisfy customers' stated and implied needs and expectations, the definition of Opportunity Hunting (OH) has implied competitive elements of time and speed, flexibility, costs and price.

Because the market feature of demand is uncertain, product or services variation and short life cycles, means an enterprise must have:

- Flexibility in product or services quantity,

- Product or services portfolio,

- Ability to change lines,

- Revision of manufacturing or operation processes,

- Materials and good response,

- Etc;

Shortening the managing flow time of products or services design and development, manufacturing, sale, transport, delivery and rear support services in order to quickly reply customers and market demands, or control costs-drive factor and re-plan value chain to obtain costs advantages.

However, if an organization can not grasp customers' exact needs and quickly reply to the trends and changes of market, it will swiftly lost market and opportunity.

An approach for OH that is becoming more widely accepted is a community-based development approach. In OHA, corporations work with local communities to better themselves. A more common approach of OH is philanthropy as follows:

a) Monetary donations, aid given to organizations and impoverished communities in developing. Some organizations do not like this approach as it does not help build on the skills of the local people, whereas community-based development generally leads to more sustainable development.

b) Incorporate the OHA strategy directly into the business strategy of an organization.

c) Increase of interest for corporate responsibility. This called creating shared value.

An organization needs a healthy, educated workforce, sustainable resources and adept government to compete effectively. For society to thrive, profitable and competitive businesses must develop and supported to create income, wealth, tax revenues, and opportunities for philanthropy.

Many approaches to OHA pit organization against society, emphasizing the costs and limitations of compliance with externally imposed social and environmental standards. The creating shared value acknowledges trade-offs between short-term profitability and social or environmental goals, but focuses more on the opportunities for competitive advantage from building a social value proposition into corporate strategy.

Many organizations use the strategy of benchmarking to compete within their respective industries in OHA policy, implementation, and effectiveness. Benchmarking involves reviewing competitor OHA initiatives, as well as measuring and evaluating the impact that those policies have on society and the environment, and how customers perceive competitor OHA strategy. After a comprehensive study of competitor strategy and an internal policy review performed, a comparison can draw and a strategy developed for competition with OHA initiatives.

Opportunity Hunting Policy

Opportunity Hunting Policy (OHP) functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of OHP is to embrace responsibility for the organizational actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

The goal of OHP is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

Furthermore, OHP focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. OSR is the deliberate inclusion of public interest into corporate decision-making that is the core business of the company or firm, and the honoring of a triple bottom line: people, planet, profit.

Opportunity Hunting Strategy

Opportunity Hunting analysis is a planning exercise in which managers identify organizational strengths (S) and weaknesses (W), and environmental opportunities (O) and Threats (T). Opportunity Hunting Strategy (OHS) by SWOT analysis should not only result in the identification of a corporation's distinctive competencies, but also in the identification of opportunities that the organization is not currently able to take advantage of; due to lack of appropriate resources.

By having each or all of the four strategic factors namely SWOT, handy for any strategic decision making or a successful activity somehow, still there is a need for a final efficient factor, which could make any of the four known elements effective.

These processes require a deep right, authority and analysis about the helping factors outside the known four elements. In this argument, organization introduces social responsibility rights as supportive elements.

As a critique on OHS and the factors which shape it, this research is going to describe the need and necessity of supportive elements from which every strategy more, or less may in one or the other way take advantage (Feghhi Farahmand, Nasser, 2003, 409).

Opportunity Hunting Management

Managerial Opportunity Hunting (MOH) is the responsibility of every manager for his/her actions. It is morally binding on everyone to act in such a way that the people immediately around them are not adversely affected. MOH is a commitment everyone has towards the society – contributing towards social, cultural and ecological causes.

MOH based on an individual's ethics. Instead of giving importance only to those areas where one has material interests, the individual supports issues for philanthropic reasons. MOH forms the base for OAM because if everyone in a business organization does his/her bit the bigger things automatically fall into place. The trends however show that big charitable organizations recorded high growth due to the social responsibility efforts of individuals and not corporate or the government. MOH may be slightly impractical, especially in the modern competitive world, where everyone works for self-interest, but it will succeed if we take decisions based on what will benefit a large number of people and respect everyone's fundamental rights.

Opportunity Hunting Benefits

OAM is the responsibility of every manager is as follows:

a) Organizational improvement: The scale and nature of the benefits of OAM for an organization can vary depending on the nature of the enterprise, and are difficult to quantify, though there is a large body of literature exhorting business to adopt measures beyond financial ones. However, businesses may not be looking at short-run financial returns when developing their OAM strategy.

The definition of OAM used within an organization can vary from the strict stakeholder impacts definition used by many OAM advocates and will often include charitable efforts and volunteering. OAM may base within:

- The business development,

- The public relations departments of an organization development,

b) Human resources development: An OAM program can be an aid to recruitment and retention, particularly within the competitive graduate student market. Potential recruits often ask about a OAM policy during an interview, and having a comprehensive policy can give an advantage. OAM can also help improve the perception of a company among its staff, particularly when staff can become involved through payroll giving, fundraising activities or community volunteering. OAM found to encourage customer orientation among frontline employees.

c) Project management: Managing project is a central part of many corporate strategies. Reputations that take decades to build up can ruin in hours through incidents such as corruption scandals or environmental accidents. These can also draw unwanted attention from regulators, courts, governments and media. Building a genuine culture of 'doing the right thing' within a corporation can offset these risks.

d) Product or service differentiation: In crowded marketplaces, companies strive for a unique selling proposition that can separate them from the competition in the minds of environments. OAM can play a role in building customer loyalty based on distinctive ethical values. Several major brands built on ethical values. Business service organizations can benefit too from building a reputation for integrity and best practice.

e) Engineering economy: Corporations are keen to avoid interference in their business through taxation or regulations. By taking substantive voluntary steps, they can persuade governments and the wider public that they are taking issues such as health and safety, diversity, or the environment seriously as good corporate citizens with respect to labor standards and impacts on the environment.

f) Threats control: Critics of OAM as well as proponents debate a number of concerns related to it. These include OAM relationship to the fundamental purpose and nature of business and questionable motives for engaging in OAM, including concerns about insincerity and hypocrisy.

g) Active business: An organization purpose is to maximize returns to its shareholders, and that since only people can have social responsibilities, corporations are only responsible to their shareholders and not to society as a whole. Although they accept that corporations should obey the laws of the countries within which they work, they assert that corporations have no other obligation to society. Some people perceive OAM as in congruent with the very nature and purpose of business, and indeed a hindrance to free trade. A wide variety of individuals and organizations operate in between these poles. For example, the leadership alliance asserts that the business of leadership be it corporate or otherwise is to change the world for the better.

h) Commercial benefit: Some critics believe that companies undertake OAM programs. Some corporations start OAM programs for the commercial benefit they enjoy through raising their reputation with the public or with government. Corporations, which exist solely to maximize profits, are unable to advance the interests of society as a whole. Critics concerned with corporate hypocrisy and insincerity generally suggest that better governmental and international regulation and enforcement, rather than voluntary measures, are necessary to ensure that companies behave in a socially responsible manner. A major area of necessary international regulation is the reduction of the capacity of corporations.

i) Competitive potential: The rise in popularity of ethical consumerism over the last two decades can linked to the rise of OAM. As global population increases, so does the pressure on limited natural resources required to meet rising environment demand.

Industrialization, in many developing countries, is booming because of both technology and globalization. Consumers are becoming more aware of the environmental and social implications of their day-to-day environment decisions. Therefore, beginning to make purchasing decisions related to their environmental.

j) Market benefit: As corporations pursue growth through marketing, they have encountered new challenges that impose limits to their growth and potential profits. Government regulations, tariffs, environmental restrictions and varying standards of what constitutes labor exploitation are problems that can cost organizations millions of dollars. Some view ethical issues as simply a costly hindrance, while some companies use OAM methodologies as a strategic tactic to gain public support for their presence in global markets, helping them sustain a competitive advantage by using their social contributions to provide a subconscious level of advertising.

k) Interesting: The role among corporate stakeholders is to work collectively to pressure corporations that are changing. Shareholders and investors themselves, through socially responsible investing are exerting pressure on corporations to behave responsibly. Non-governmental organizations are also taking an increasing role, leveraging the power of the media and the Internet to increase their scrutiny and collective activism around corporate reaction.

Result

There is a form of symbiotic relationship between Managerial Social Responsibility and Organizational Social Responsibility, Corporate Social Responsibility. The aim of this study in field of organizational actively management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy. Furthermore, organization should develop the actively management system, in order to conform to general requirements and actively target. For the inclusion of disability aspect within OAM, firstly the whole system has to make less exclusive and hence more inclusive. Each individual is an important part of the world and must be acknowledged and accepted as such. OAM practices, to successfully applied, need effective manager activity of the sort recognized and reciprocated by employees. Managers to be effective in workers management need OAM policies to work with and apply. Employees respond to both the OAM practices and their manager leadership reaction. The manager influence it was clear that OAM practices, taken together, have similar effects if employees rate them highly.

However, the total number of achieved interviews is sufficient to draw some general conclusions with respect to these types of organizations with extensive Managerial Social Responsibility policies. The action of organizations in trying to improve the OAM management behavior of their managers through behavioral selection, training, appraisal, career management and involvement did have a marked and measured effect on employee attitudes and behavior and on performance.

In particular, paying particular attention to managers as an occupational group with numerous responsibilities and often-competing priorities is necessary. This can include building involvement and problem solving activities to allow access to decision makers and provide means for mutual support, better selection with greater emphasis given to leadership behaviors as well as technical skills and knowledge, access to further development, coaching and guidance and career management.

Conclusion

The various organizational factors and variables are use in conjunction with each other rather than isolation, since implementation is an activity. There is need for understanding the dynamics of the interaction of the variables in a firm or organizational setting. The dynamics could be different in different industries and countries, since the variables are likely to react differently upon interactions in different environments. Organizations are more likely to implementing new practices and innovation, may like to have an understanding of OAM factors, which could affect their results in financial terms. Contributions of this study find that each individual is an important part of the world and must be acknowledged and accepted as such. OAM practices, to successfully applied, need effective manager activity of the sort recognized and reciprocated by employees. Managers to be effective in workers management need OAM policies to work with and apply. Employees respond to both the OAM practices and their manager leadership reaction. The manager influence it was clear that OAM practices, taken together, have similar effects if employees rate them highly. Organizations might like to align their OAM, which involve implementation of innovation keeping the organizational variables in view.

Inter organizational OAM processes could be an area for future research and expand to look at additional organizational variables, which could be affecting the implementation of innovation in organizations. Other OAM variables, such as planning, coordination and professionalism, should be an area of future research, which could contribute to the research stream. A profit organizational context; it would be desirable to determine would have a different setup in which some variables might be more important than the others would or if there are variables relevant to the non-profit sector only.

The organizations should develop an internal environment by OAM that encourages and supports disabled people. They should make accessibility easier by providing barrier free features, create and disseminate innovative frameworks and models, which address the unique difficulties of the disabled people so that they can actualize their capacities.

Thus, carrying out OAM practice, which includes disabled people, will help improve the organizations reputation and image in an increasingly competitive environment.

In this way, the organization can not only maximize its economic performance but also improve its organizational performance. The study overviewed and missing citations showed inter organizational OAM processes could be an area for future research and expand to look at additional organizational variables, which could be affecting the implementation of innovation in organizations. Other OAM variables, such as planning, coordination and professionalism, should be an area of future research, which could contribute to the research stream. A profit organizational context; it would

be desirable to determine would have a different setup in which some variables might be more important than the others would or if there are variables relevant to the non-profit sector only. As a critique on OHS and the factors which shape it, this research is going to describe the need and necessity of supportive elements from which every strategy more, or less may in one or the other way take advantage. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for opportunity hunting. Furthermore, the case study in this study focuses on product itself and product's research and development, does not mention other quality competition dimensions issues. Therefore, this study adjusted organizational and business opportunity algorithm for the best strategy method on customer satisfaction, target management performance assessment. It directly related to implementation of innovation since it facilitates the rapid diffusion of information throughout the organization. Research lends support to the notion that interpersonal communication is widespread and that is often the most important source of information and influence as well as being a very important factor in diffusing information about a product.

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