



Reaction paper 1

MAN 602 Organizational Behavior

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Introduction

In this reaction paper, the development of organizational behavior and its mainstream is going to be discussed briefly and some possible research areas will be proposed.

Review of the literature

First, I would like to express my viewpoints on articles in a few words.

In Porter's article, the fact that the concept of organization is somehow neglected or paid little attention to, especially in recent years, was brought up. I totally agree with his idea as most of the scientific works which have been published lately mainly focus on the behavior side of organizational behavior. It hasn't passed a lot of time since the international scientific community commenced to focus on organizational learning or the learning process in organizations and it was then that organization side of OB studies came to life again.

In another part of his article, he stated that the practices of organization studies are more than its science. Today, the problems that we encounter in the organizations have completely conquered us and as a result, we are searching for solutions, for answers to the questions raised in the context of organizations. We have almost forgotten that we can study, investigate and conduct research in order to generate new ideas which can be then employed by the organizations and can be of help for them.

The notion that the knowledge is produced in the core and the other countries in the periphery use is as it is, without making changes to it so that it can be fitted into the new situation is not something new. Porter mentioned it as the American-based research. Gelfand et al. discussed the influence of Western values on cross-cultural organizational psychology in three diverse ways;

first, the cultural model of independent self which has been taken as the dominant model in most of the studies; second, the development of organizational psychology in a postmaterialist context and the last one, assuming the boundaries for the lives of people working in different organizations. However, cross-cultural studies have been of great importance in the last few years and there are calls from scholars for doing cross-cultural or cross-national studies.

Bringing the word "culture", draws our attention to Gelfand et al.'s article in which they proposed ways to reach a global organizational psychology. What do we mean by culture? Are there any borders or limits when we are defining the culture? Is the culture a national phenomenon? What are the changes in culture as a response to ongoing globalization trend?

These questions are enough for me to agree with them where they suggest for a precise definition for culture, unit of analysis and measurements. I support the idea that the culture should be defined in strict framework with borders on each side. In the next step, measurements and scales should be designed for it regarding the context in which it is measured in. In my opinion, there will not be just a specific measure or scale which can be appropriate for every possible context. Therefore the probable contexts should also be identified and after that, the scale is going to be developed for each one.

My suggestions

As far as I read, the cross-cultural or cross-national studies are greatly encouraged now by the scholars. However, I think that the globalization plays an important role here and as the globalization is said to affect the culture as well as the social, economic or political conditions, I am so enthusiastic to study the culture as a globalized culture not in the cell of a nation or a community. I strongly suggest the term "globalized culture" instead of using the word "culture".

Due to the excessive technological advances in the world and more specifically the born of “Internet”, all the world is seem to be become as a unit despite all the differences exist like the geographical location.

The second idea that I would like to express is the concept of multinational or international companies as the number of such companies is growing drastically every day and they need to be studied apart from the other organizations because of their different nature in terms of culture and nations.