CET310 Software Enterprise
Week 7

Social Contexts of Enterprise

What is the Social Context

Social Change

Family Business

Ethnic Enterprise

Communication

Hidden Fees

Proposal

Image

Activities

Agile

Internal Politics

Why you cannot avoid Politics

Being Nice, but OK No

Knowing the Signs of a Sell

Manipulation

Limits of the Hardline Approach

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Internal Politics

Why you canbe around Politics

Using Influence and Ethics

Risk Strategies

Dealing with Aggression and Conflict

Dealing with Authority Figures

Social Contexts of Enterprise

What is the Social Context

Entrepreneurial behaviour in everyday life depends on relationships and activities in which you are engaged

You are embedded in society

Society refers to the relationships and structures that people create and organise

Most human activity has economic and political attributes

Socially related activities are carried out in regard to class, family and gender relations, crime and deviancy, race, ethnicity and demography (population statistics)

There are many facets of enterprise that don't fit the stereotypical male, white entrepreneur who makes rational decisions

A member of these Social are marginal in the sense that they are different from the norm both positively and negatively

Ethnic groups can use their identity effect change and as a unique selling point. Criminal enterprise is not unimportant but is outside the mainstream and can be seen as destructive

The Cultural media can be used to promote enterprise not just through advertising. They can be used to change and promote entrepreneurial behaviour (Dragons Den and The Apprentice)

Social Change

Over the last century, social change has happened at, what looks like, an accelerating pace

Class

Demographic Change

Family Business

Family involvement in the economy is persistent (Chua et al 2003) have shown that the family firm is still significant

Simply - a family firm is a business owned and controlled by a family

The family's ability and intention to influence business decisions is what distinguishes a family and non family firm

The family firm is different because of the closeness of the social and emotional relationships within it

It does not just have economic goals
The family business is rooted in society

Ethnic Enterprise

Historically various ethnic groups have been looked upon has being good entrepreneurs

However research has shown this to be because of historical, social, economic and cultural influences

There is no entrepreneurial gene

It was thought that immigrant families use family business to hold on to declining traditional aspects of society

Now these traits are thought of as strengths because these bonds of trust benefit the ethnic community

They include notions of hard work and self help, family solidarity and strong networks

What is the Social Context

Entrepreneurial behaviour in every day life depends on relationships and activities in which you are engaged

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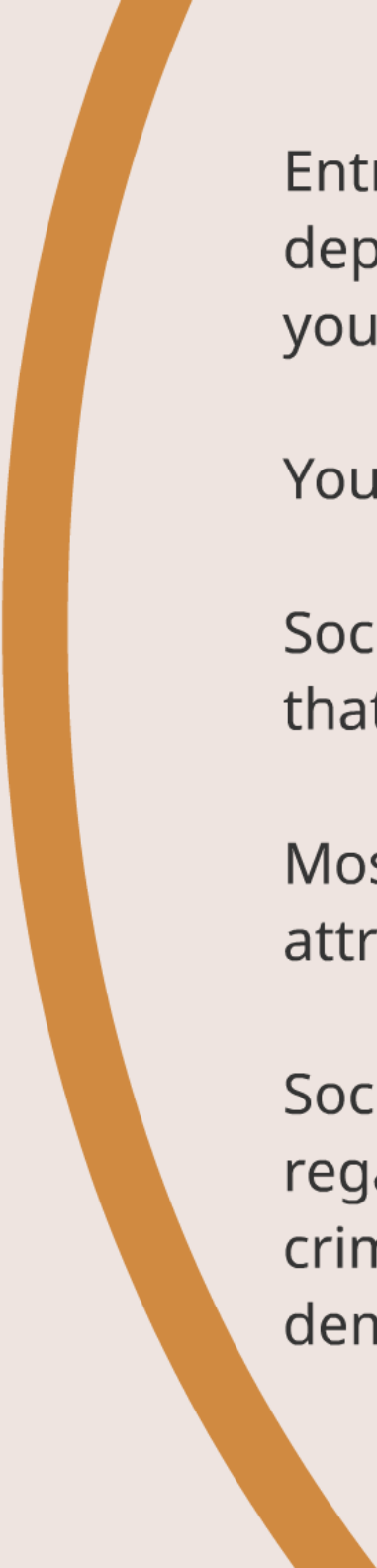Most human activity has economic and political attributes.

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Family, The Individual and Gender

Social and Cultural Attitudes

Class

Composition of the elite group varies from "old money" rich, corporate and self made millionaires to media and celebrity, to internet entrepreneurs.

Many more women and people from diverse ethnic backgrounds.
In Britain this reflects changes in attitude brought about by enterprise culture policies.

The middle classes are more diverse as more people work in professional roles

Government policies mean more people are turning towards self employment

Despite believing we live in a classless society - society is still stratified

Companies and governments still put us into categories for their target purposes.
 There are still hierarchies and inequalities in society
In terms of enterprise there are certain success factors

Classes of people with access to capital, knowledge, education and experience are more likely to succeed

In class terms, the type of people engaging in enterprise is varied.
From high status individuals to the illegally enterprising.

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Demographic Change

Age

In most of the western world the populations are ageing

Governments are concerned about the cost of pensions and encourage older people to engage in economic behaviour

This can lead to a growth in older entrepreneurs but also to more opportunities in markets appealing to older people or servicing them.

Geography

There are large migrations of people displaced through conflict and by economic necessity.

Urbanisation is also factor in population movement

Many of these will choose enterprise over the alternatives - low paid employment or government benefits

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Social and Cultural Attitudes

Entrepreneurs can exploit things like Lifestyle changes
People have more disposable income , more choices what to wear, what to listen to , what to eat , who to believe

Decline in organised religion has led to more personal freedom.

Rise in alternative religious practices has sometimes led to the "productisation" of religion American pastors, new age etc.

Popular culture has emerged fueled by mass media technologies. This drives fashion,music and lifestyle choices

The rise of environmentalism has led to opportunities to exploit renewable energy and recycling technologies.
Organic foods are much more popular
The world is becoming more homogenous with the growth of travel and international organisations

The mobile phone has created new ways of communicating.

The internet has created new worlds of social interaction

The new social medias creates more awareness of social injustice and need for political change.

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Family, The Individual and Gender

Western societies are increasingly oriented towards the individual.

People are marrying less and later
There is more divorce

Birthrates are declining

Less social interaction between parents and children
Social bonds are weakening

Gender has become a political issue

Equality is an expected social norm

Woman still face discrimination

More women work than in the past

Social expectations are broader

These changes are likely to have profound influence on entrepreneurship (Aldrich and Cliff 2003)

They can create new opportunities - e.g ready made meals, individualised products, childcare

As people need to save time doing the mundane.

Dating agencies and relationship brokering

New opportunities to develop software apps

Could hinder new start ups because of the small size of family and consequently, resources

In terms of gender - lack of advancement opportunities for women may encourage them to start up their own businesses

Alternatively, woman may decide that having to balance work, home and childcare takes too much of their time and that starting a new business is out of reach.

All these changes will have a profound impact on enterprise

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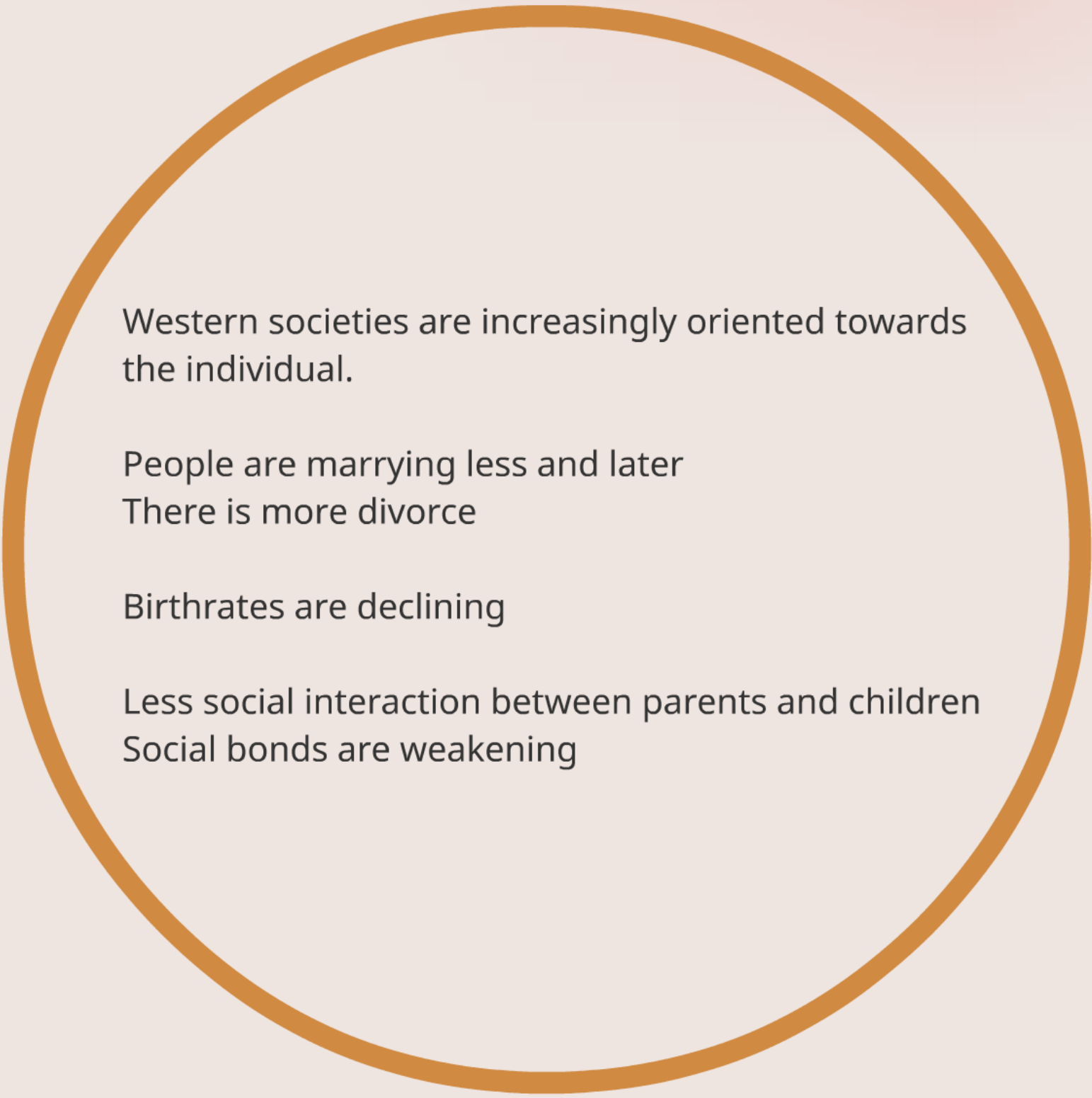
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Communication

Hidden Fees

Hidden fees - These are extra fees not specified in the advertised price, such as activation fees for cellphones or pre-delivery inspection charges on vehicles.

"Going out of business" sales - This entails making the price seem like it was a closely run sale and then the king them down.

Misusing the word "Free" - When the sale is "Buy one, Get one free," the second item is not really free because you have to buy the first one.

Changing the measurement units and standards - An example is changing from pounds and ounces to metric to hide the fact that the product was downsized.

Fillers - Food often has fillers to increase its weight, like meat injected with broth or brine.

Incomplete comparison - An example is saying a product is better than another but not explaining in what way it is better.

Inconsistent comparison - This includes comparing a product to only the competitors it can beat.

Misleading illustrations - An example is showing the product in a picture as being bigger than it actually is.

Labeling - This would include putting yellow oranges in a red mesh bag to make them appear riper than they are.

Angel dusting - This is adding a very small amount of something beneficial so it can be labeled as such, like a cereal that contains 1% essential vitamins and the actual amount of them is less than one percent of the Recommended Dietary Allowance.

Bait and switch - This is advertising one product and substituting a similar product at a higher price, claiming the advertised product is unavailable or sold out.

Acceptance by default - This refers to a contract where the consumer must opt out of a service or feature and if they don't, they will be charged for it.

Proposal

http://www.osrg.org/a123/Proposal.pdf

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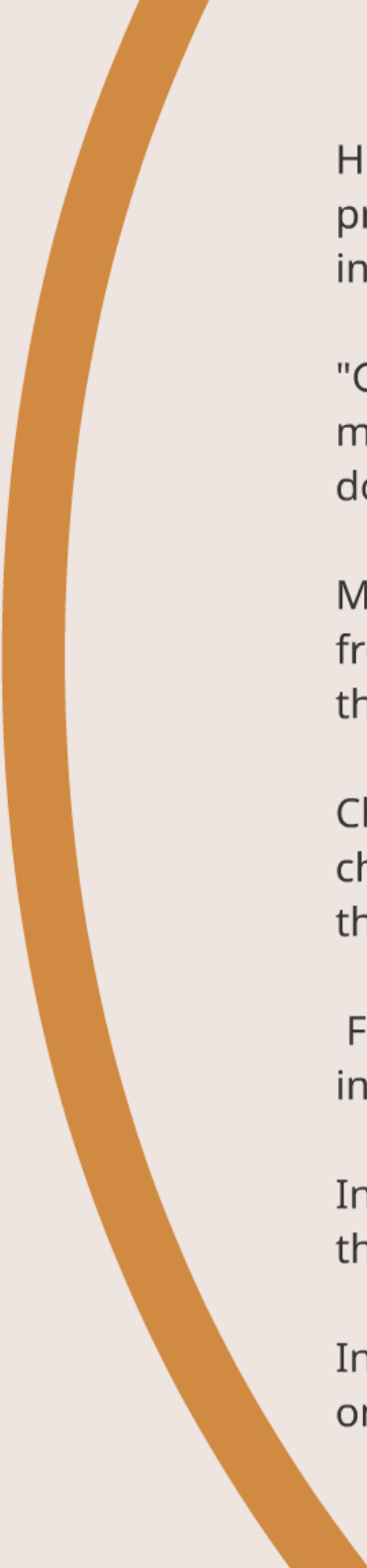
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Internal Politics

Why you cannot avoid Politics

Some people have more power than others, either through hierarchy or some other basis of influence.

For many people, gaining promotion is important, and this can create competition between individuals, or misalignment between the team's objectives and those of individuals within it.

Most people care passionately about decisions at work and this encourages political behaviour as they seek to get their way.

Decisions at work are impacted by both work-related goals and personal factors, so there is further scope for goal conflict.

People and teams within organizations often have to compete for limited resources; this can lead to a kind of "tribal conflict" where teams compete to satisfy their needs and objectives, even when this is against the greater good.
Example: Point company

Making Politics Work FOR You

To deal effectively with office politics and use it yourself in a positive way, you must first accept the reality of it.
Once you've done this, you then need to develop strategies to deal with the political behaviour that is going on around you.
The best way to do this is to be a good observer and then use the information you gather to build yourself a strong network to operate in.

Remapping the Organisational Chart

Office Politics often circumvent the formal organization chart. Sit back and watch for a while and then re-map the organization chart in terms of political power.

Who are the real influencers?

Who has authority but doesn't exercise it?

Who is respected?

Who champions or mentors others?

Who is "the brains behind the organisation"?

Example of Simula

Build Relationships

Now that you know how the existing relationships work, you need to build your own social network accordingly.

Do not be afraid of politically powerful people in the organization. Get to know them.

Ensure you have relationships that cross the formal hierarchy in all directions (peers, bosses, executives).

Start to build relationships with those who have the informal power.

Build your relationships on trust and respect.

Be friendly with everyone but don't align yourself with one group or another.

Understand the Informal Network

Once you know who's who in the organization, you have a good idea of where the power and influence lay.

Now you have to understand the social networks.

Who gets along with whom?

Are there groups or cliques that have formed?

Who is involved in interpersonal conflict?

Who has the most trouble getting along with others?

What is the basis for the interrelationship? Friendship, respect, manipulation?

How does the influence flow between the parties?

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Agile

Hold your weekly planning meeting
You should rotate the role of scrum master and have someone take notes of what is discussed.

You may elect a product owner if you wish - someone who feels ownership of the product
Review last weeks activity - where all the actions were completed?
Decide on the direction your enterprise will take for the next week
and decide what the team members will do in the next week.

Your meeting records should be submitted as supporting documentation (in mohara) for your portfolio

You should try and meet up at least once before next week's session