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CW 1: Organizational Behavior Individual Report

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1) Executive Summary:

This report examines the Netflix's Organizational practices focusing on Individual, Group, and overall organizational behavior. The Individual behavior of Netflix analysed using Maslow's Hierarchy of Needs, it depicts that the Company's initiatives to offer a balanced working schedule, Fringer benefits and financial support to its employees. Moreover, the company's dedication to enhancing a diversified workforce regardless of Gender, Racial or Religious discrimination. Netflix women employees outnumber the men employees both in middle level and high-level jobs. Social identity theory is used to examine the equality and inclusivity in a company. The company proposed motivational strategies such as Performance based rewards and Employee appreciation programs are examined using Goal setting theory. It denotes that the company established a litany of programs to encourage and motivate employees. Regarding Group behaviour, this section explores the leadership practices, Culture and power dynamics in Netflix and Corporate social responsibility of the company. Netflix adopts a transformational leadership style which is beneficial for employees and organizations. The company's autonomy culture made its employees work collaboratively and independently taking decisions. Furthermore, its commitment to sustainability such as Electric vehicles and fossil fuels shows that the company's social responsibility. Interms of Organizational behavior, Netflix follows a Flat structure which strengthen the communication between the top management and Employees. Recent change initiatives, including the transition to live broadcasting of sports events such as FIFA world cup and WWE. It helps them generate more revenue with a massive fan base for sports all over the world. However, the company faced certain challenges in live telecasting which includes network Traffic and server error to the subscribers. Therefore, the company adopted to high technology infrastructure to mitigate the risks and partnered with Amazon Web Services to enhance collaboration among the employees. However, the company needs to improve in Sports telecasting in the areas of Technical, and Market. Netflix should telecast popular sports such as cricket and Football to increase the subscriber base.

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2. Introduction:

Netflix is an online subscription streaming platform that operates worldwide. Initially, it commenced as a DVD company in 1997. However, Netflix made a transition from DVD to Online Streaming through the internet in 2007. After the transition, Netflix saw a tremendous growth in streaming platforms. Initially, Netflix streamed Movies or series from other productions. However, their first original series debuted in 2013, and they started making their own series in multiple languages. It has around 283 million paid memberships in over 190 countries. Netflix has variety of Movies, series, documentaries and other shows with multiple genres which are available in different languages. Moreover, Netflix frequently makes series based on people from different cultures. Nowadays, they are collaborating with filmmakers to create films or series, and buying theatrical released films to stream on their platform (Netflix, 2022). It is recognized for its Diversified and Unique corporate culture (Kelly, 2024). Recently, Netflix expanded its market in live telecast of sports. Netflix added 19 million subscribers in the last quarter where the total is 302 million and 16% growth in the revenue whereas net income rose to \$1.87 billion (Nicole Sperling, 2025).

In this Report, Netflix's Organizational behaviour practices can be examined using different theories to explore the culture followed by the company.

3. Literature Review:

In this report, Various theories can be applied to analyze the organizational behaviour and practices.

3.1 Maslow Hierarchy of needs:

It is a psychological theory proposed by Abhraham Maslow in 1943. The theory addresses the needs of the individual such as Basic, security, social, esteem and self-growth needs. He points out that people should fulfill their basic needs before moving on to higher level needs. Once the physical needs of the individual are satisfied, people tend to be focused on emotional well-being and long-term satisfaction (Saul McLeod, 2024, p.2).

- 1) Basic needs – Food, Water, Shelter
- 2) Security - Health, Employment, Family
- 3) Social – Friendship, Family
- 4) Self-esteem – Achievement, confidence
- 5) Self Growth – Creativity, acceptance

3.2 Social Identity theory:

Social Identity theory refers to how group membership influences personal identity and relationship with both group members and outside group members. The theory has been applied to utilize the In-group bias and outgroup discrimination (Clayton Neighbors et al., 2013, p.325).

1) Self Categorization – It refers to the people in the group categorize themselves as well as others in the group. The theory says that People are more likely categorize themselves based on the gender because it is for them identify everyone (Smelser & Baltes, 2001).

2) Social Influence – It refers to the social impact of incorporating with the groups. It denotes that people are more focused on group identity rather than individuality. The employees are more connected to their group members than personal interests due to the general group identity (Smelser & Baltes, 2001).

3) Self Esteem – It refers to the Favoritism in a group will increase the self-esteem of an individual which will motivate the employees and boost their confidence. On the other hand, the employee with low self-esteem will get more biasness to improve themselves in a group (Smelser & Baltes, 2001).

3.3 Goal Setting theory:

It is a framework for setting specific and challenging goals in motivating and encouraging individuals. It is driven by Individual's goals which are navigated in a purposeful action. It focused on why people outperform others in task. It examines the ability and motivation of individuals to perform better. Moreover, the goal has been achieved by Feedback, Involvement, Rewards, Confidence, and Fulfillment and it identifies the coordinators for the objective (Locke & Latham, 1990, p.212).

4. Individual Behavior:

4.1 Introduction:

Individual behavior refers to the attitude, action and reaction of the employees. It shows their own character, and it helps the company to assign a job based on their behavior which helps in increasing productivity and employee motivation. Everyone has characteristics in influencing patterns and systems of work in the organization, the intention of individual characteristics needs to be understood by looking at biographical aspects, personality, perceptions and attitudes (Ritman Hendra et al., 2022). Employee well-being, motivation, equality, diversity and inclusion are discussed in this section.

4.2 Employee Well-Being:

Employee well-being refers to how the individuals in the organization are physically, mentally and financially healthy. It is an organization's responsibility to make sure the employees are both physically and mentally stable (Panel, 2025).

Table 1: Netflix's initiatives for their employees:

Work Life Balance	They give parental leave to their employees to take care of their newborn child.
Mental Well-being	Netflix don't want their employees to work 9-5 jobs without leisure. therefore, Vacation holiday can be given to employees in order to manage their stress.
Health Care Benefits	Netflix provides a litany of health benefits to their workers such as Insurance, preservation, fertility and surrogacy. Medical provisions are applicable all over the world and they vary from country to country.
Social Interaction	Netflix conduct programs to make their employees socially connected with their colleagues which helps them learn and growth.
Financial Well-being	Netflix initiated a stock option program for their employees which helps them to invest their money in a beneficial manner.

(from Netflix Jobs, 2024)

By Applying Maslow's Hierarchy of needs:

1) Netflix provides basic needs to their employees such as Worklife balance by giving vacation holiday, conducting programs and free counselling to manage their stress (Netflix Jobs, 2024). As a result of this, it helps the employees to work without any frictions such as stress, depression and anxiety

2) Intermis of security, they have more concern on employee's money. Therefore, they organize stock option programs to secure their salaries especially in Japan and Singapore, the 5% of employees' salaries allocated to the SOP. Moreover, they give medical provisions such as health insurance, parental leave and offer family forming benefits by facilitate medical premises such as Fertility, surrogacy and adoption (Netflix Jobs, 2024).

3)Regarding Social Needs, Netflix organizes programs for their employees to socialize with their colleagues by sharing their own experiences. It helps them to gain some knowledge and explore new ideas with the help of their colleagues (Netflix Jobs, 2024).

4) Intermis of Esteem, Netflix maintaining a higher performance culture where the team is driven by performance, and they cannot give any perks or promotions based on seniority, tenure and loyalty. Even though experience and loyalty are important for the company, Netflix prioritized highly skilled employees and always ensured that they have the right player at every position. Netflix recruits only the candidates who are collaborating with each other and treat their colleagues with respect and decency. (Netflix Jobs, 2024).

5) Self Actualization is the higher-level needs of an Individual. It refers to the Self growth, achieving personal goals of an individual. Netflix allows their employees to make decisions which helps them to develop their creativity and expand their ideas. By organizing an employee giving program, it helps the employees to work voluntarily in any charitable organizations they wish to work for. As a result of this, every individual can develop their skills and achieve a better position in their life (Netflix Jobs, 2024).

4.3 Equality, Diversity and Inclusion:

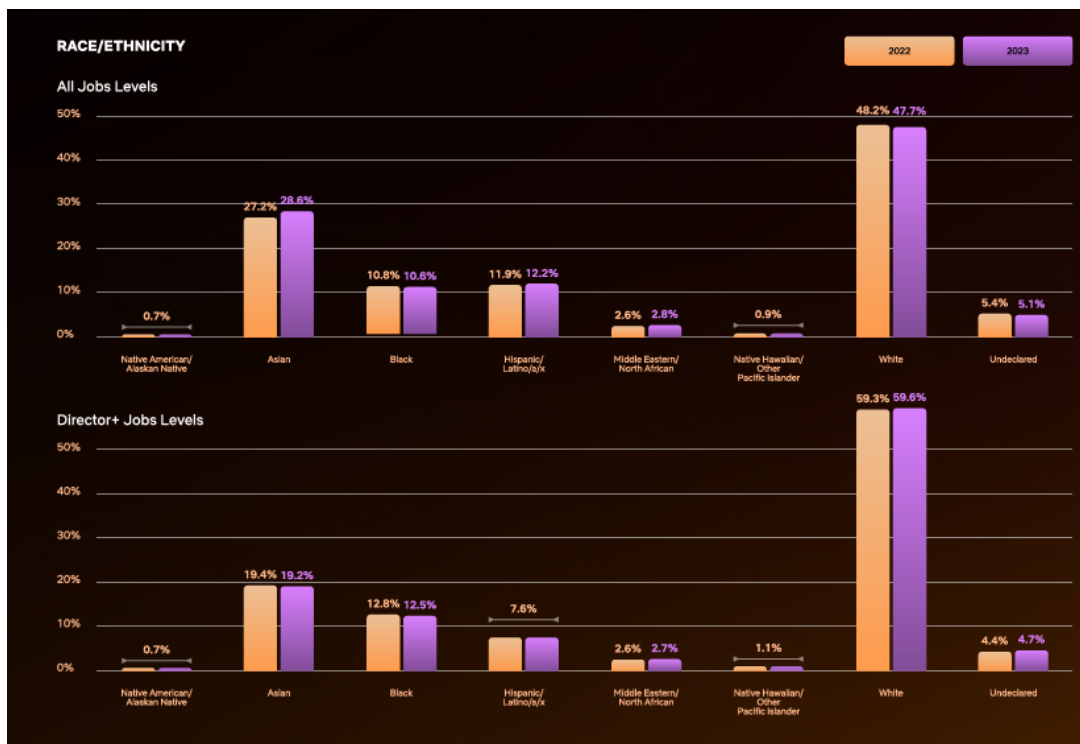
It refers to how different background employees are treated equally and making relationship with their colleagues without any discrimination interms of Race, gender and Disability. Organizations should give their employees unbiased opportunities and be able to utilize their abilities. This is called Equality in the organization (Mustafa F Ozbilgin & Cihat Erbil, 2023).

Figure 1: Male and Female employees in Netflix



(Adapted from (Netflix, 2023))

Figure 2: Netflix employees from different Racial



(Adapted from (Netflix, 2023))

Netflix provides equal opportunities to every employee without any partiality. Netflix workforce has higher Women employees (51.5%) than Men Employees (45.8%) in 2022 and Women workforce rose to 51.6% in 2023 whereas Workforce of Men remains same (Netflix, 2023). The company has no biasness based on Racism. Therefore, it has employees from different community such as White 47.7%, Asian 28.6%, Black 10.6%, Hispanic 11.9% in different roles whereas regarding high position jobs, White 59.6%, Asian 19.2%, and Black 12.5% are working in Netflix (Netflix, 2023). Moreover, Netflix invested \$29 million for creative equity starting by 2021 (Netflix, 2023).

By applying Social Identity Theory:

1) Self Categorization:

The people categorize themselves in a certain way based on their Gender or community to identify everyone (Smelser & Baltes, 2001).

Netflix has a diverse workforce, with employees from different racial, religion, genders, and nationality. However, Netflix practices an inclusive working environment where different nationality people's can work without any discrimination and the strength of women employees outnumbers the Men employees in Netflix which shows the gender equality in Netflix (Netflix, 2023).

2) Social Influence:

People are more likely to identify themselves in a group rather than individual identity which strengthens the relationship among the teammates (Smelser & Baltes, 2001).

Netflix invested more than \$29 million for Equity programs, collaborated with 80 organizations, initiated more than 100 programs in 35 countries which includes U.K. and India (Netflix, 2023). It illustrates Netflix initiatives for equality in the organization which makes inclusive group in a company where different cultured employees working together to foster their group identity and feeling of contributing more.

3) Self Esteem:

The higher favoritism in a group increased individual's self-esteem whereas people with low self-esteem need more biasness to boost their confidence (Smelser & Baltes, 2001).

By working in Globally recognized brand, the Netflix's employees are highly motivated and with increased self-esteem. However, the managers in Netflix are continuously monitoring the performance of the employees. Moreover, the employees are encouraged to have a communication with their managers about their Work which enables the managers to analyze the performance of employees (Netflix Jobs, 2024).

4.4 Motivation and Engagement:

Netflix gained recognition for its unique corporate culture which revolves around high performing teams and recruiting talented youngsters. Netflix gave more importance to values and performance rather than rules and regulations. The company provides decision-making power to their employees and gives freedom of work which has a major impact on employee's performance. Despite the employee's position, Netflix always listens to new initiatives and feedback from the employees (Kelly, 2024). Moreover, Netflix offers litany fringe benefits to employees such as stock option program which helps to improve the financial health of their employees, relocation benefits, Flexible working hours, and conducting programs for employees to explore new opportunities in different areas. (Netflix, 2024). Therefore, Netflix's initiatives for their employees motivate and encourage them to work productively. Employees feel free to express their feelings and generate development ideas for the company.

Applying Goal setting theory:

Netflix implemented 360-degree review for analyzing the performance of the employees. It refers to the employees are giving feedback about their colleagues in Face to Face. The company evaluates by face-to-face review which helps to examine the feedback about his colleagues and where they can improve their performance (McCord, 2024). Therefore, it helps to set clear goals to work effectively and perform better than others.

The primary factor of goal setting theory is identifying the difficult goals to compare the performance of employees (Locke & Latham, 1990). Netflix's dream team which only has high performing employees, creates a competitive working environment which encourages the employees to achieve a long-term goal.

the major aspect of goal setting theory is commitment to the Certain goals and achieving it. It refers to how the employees are attached to certain goals until they achieve them (Locke & Latham, 1990). Netflix allows its employees to take a decision and give freedom of work where they can suggest ideas for the company's growth. Therefore, it increases the employee's commitment to the task.

4.5 Alignment of Employee and Organization Goals:

Netflix allows its employees to give recommendations or creative ideas to improve the company. Despite of Role, everyone can give their feedback and suggestions which has a major impact on achieving employees long term goals as well as company's growth. Moreover, Netflix allows its employees to make their own decisions for their work which motivates them and makes the workplace more autonomy. Therefore, these initiatives will create a big impact on employee's goals by fostering innovation and creativity.

Furthermore, the 360- degree review helps the employee to identify their own mistakes and rectify them which helps them achieve their long-term goals. By offering performance-based perks, it is beneficial for both individuals and the organization.

Netflix encouraged its 13,000 employees based on their long-term performance. The employee's performance is evaluated based on their coworker's feedback about individuals works. Moreover, the managers in Netflix maintain strong communication with their employees which encourages navigating them in correct directions (Kelly, 2024). Therefore, the practices followed in the Netflix help to achieve company's long-term targets as well as Individual well-being.

5. Group Behavior:

5.1 Introduction:

The Behavior of the group members has a major impact on the organization. Group dynamic refers to the face-to-face interaction among the employees. Moreover, the cause and impact of changes in a group and the reflex of the group members and the group framework is called Group dynamics. It involves the group's dependence on external factors and its connections with other groups (Mehmet Saim Asci et al., 2015). In this section, Netflix's Leadership style, culture, power dynamics, gender issues, and Ethics and corporate social responsibility can be examined using relevant examples.

5.2 Leadership Practices and styles:

Leadership is a major part of an organization. It is the key element of organizational activities and the major driver of change (Connie Deng et al., 2022). Netflix pursues transformational Leadership practice. It offers more benefit to both the employees and the organization. The positive outcomes are Voluntary contributions, more commitment, Employee dedication, Trustworthy management, Strong leader – Member relationship, Work Autonomy, and Employee drive (Julia E. Hoch et al., 2016). The four elements of Transformational leadership are Idealized Influence, Inspirational motivation, Intellectual Stimulation, and Individualized Consideration (Timothy a. Judge & Ronald F Piccolo, 2002, p.255).

Idealized Influence – the leaders in Netflix maintain a strong culture which admired his employees. Netflix fairly compensated its employees in an ethical way.

Inspirational Motivation - The managers in Netflix maintain strong communication with employees which helps them to navigate to achieve Company's vision and enhance growth mindset.

Intellectual Stimulation – Netflix encourages its employees to think critically and innovatively. They give decision making power to them which increases the contribution of employees.

Individualized Consideration – By allowing autonomy and trust in the Workplace which fosters the individual development of the employee and the Company's growth (Kelly, 2024).

Therefore, The Transformational leadership in Netflix helps the company to strengthen the team. Netflix built a dream which enhances collaboration, inclusive workplace, encourages knowledge sharing and Eliminates politics. The leader's primary role is to offer a clear and complete framework (Mac Mischke, 2024). The leadership style helps the management team to easily communicate with employees such as Face to Face Feedback. Moreover, it creates an environment where the employees are highly motivated and engaged which leads to employee satisfaction and Lower Turnover rates (Akinpelu, 2024).

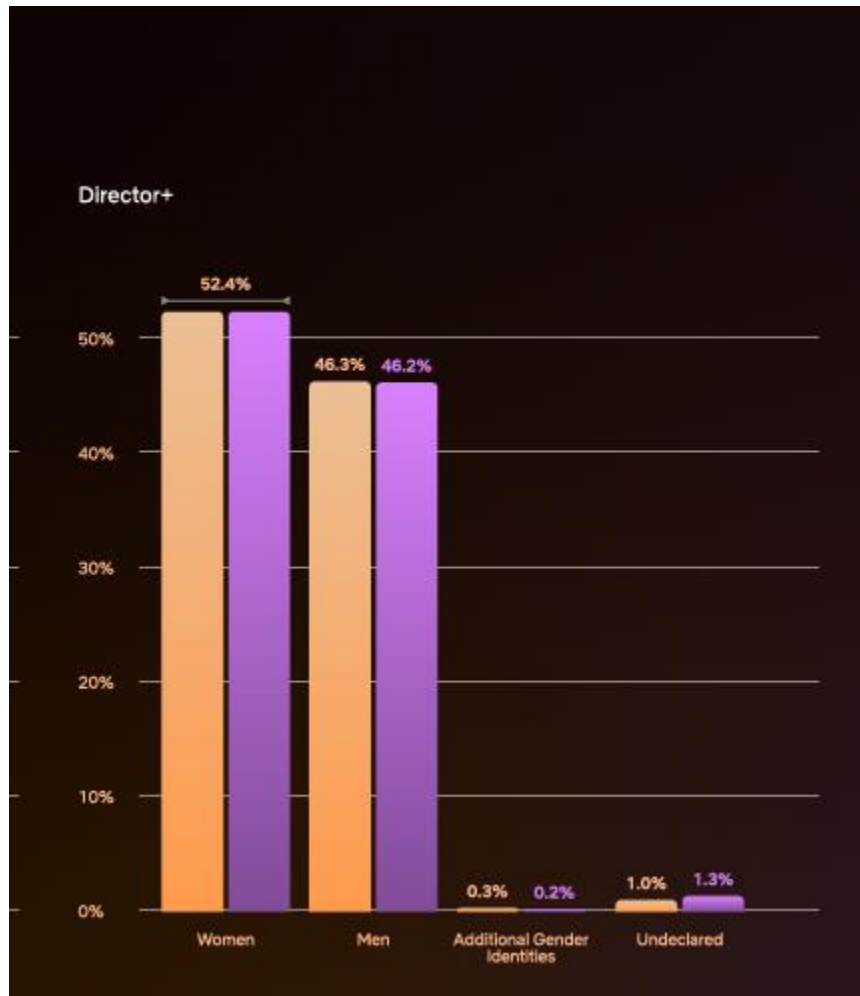
5.3 Culture and Power dynamics:

Netflix is reputed for its distinctive corporate culture where it recruits based on skill and performance. For Netflix, the performance is mandatory to retained by the company which contributes to the company's growth. For instance, Netflix supported its 13,000 based on the overall performance. Netflix Culture is driven by Four principles, **The Dream team, People Over process, uncomfortably exciting, and Great and always better.** Netflix always keeps his employees engaged and motivated which leads to Employee satisfaction and better performance. For instance, the former top executive recruiter for Netflix Marta Munk de Alba said that "Netflix working culture is related to a sports team mentality and Remarkable transparency, where the employees are highly energized to work which portrays the dynamic and goal-oriented workplace and honest communication between the Management and Employees. Furthermore, the managers are continuously monitored by conducting test to hire a Talented employee (Kelly, 2024).

Power dynamics in teams refers to the way authority is allocated in the team. It can be assigned through Roles, Titles, Personal connections, and communication among the team members. Netflix authority empowers its employees in decision making processes which makes Decision more effective due to the critical thinking of the employees (Smith, 2024).

5.4 Gender issues in Netflix:

Figure 3: The Male and Female employees of Netflix in Director Position



(Adapted from Netflix, 2022)

Netflix is a diversified Working environment which gives equal preference to Male and Female employees. The **figure 3** shows that Netflix has more women employees than Men employees. It has around **52.4% women employees** who works in Top level position where the Men employees are around **46.3%** in Top level position. Netflix improves their diversified working practice in their films too. Around 65% of movies are presenting Females as a Leading actor in 2021 (Lee, 2023).

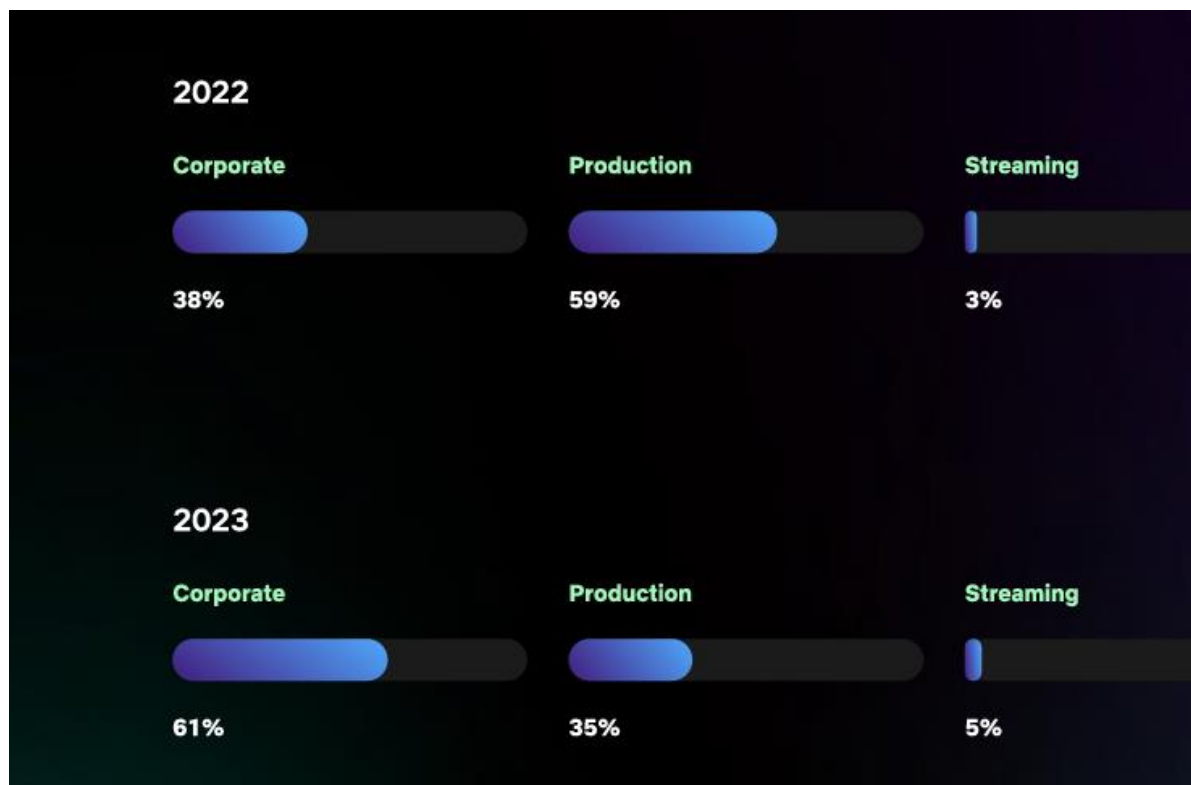
Moreover, Netflix initiated a litany of programs to enhance the equity in the company. Netflix provides perks to the employees regardless of Gender or sexual orientation. Furthermore, the company organized and invested \$100 million in **Netflix Creative Equity fund** to enhance the Equality within the company. Furthermore, \$29 million allocated in more than 100 programs and collaborated with 80 organizations which leads to ensure the Inclusivity (Netflix, 2022). Netflix initiated Reframe Rise is a program which

enhance the opportunities for Women in Films series. The Talented women directors will get mentorship to develop their skills (Netflix, 2022).

5.5 Ethics and Corporate Social Responsibility:

Netflix has a total audience of over 500 million people with global influence. It's their responsibility to make awareness about environmental issues. The company not only represents sustainability on the screen but also uses sustainable products in his company. In 2022, the majority of Netflix's carbon emissions are derived from the productions of Movies and Series. However, it falls to 35% for Netflix (Jessen, 2024).

Figure 4: Areas of Carbon emissions in Netflix



(adapted from Netflix, 2023)

Moreover, Netflix's aim is to mitigate the carbon footprint by half in 2030. Netflix's carbon emissions came from Production, Corporate, Streaming, and Value chain (Jessen, 2024).

Figure 5: Carbon emissions in Netflix





Greenhouse gas inventory		2019	2020	2021	2022	2023
MARKET BASED (Metric Tons CO ₂ e)	Scope 1	51,487	30,883	62,815	59,388	25,790
	Scope 2	565	141	0	0	0
	Scope 3	1,192,659	1,020,541	1,466,497	1,086,833	817,317
	Total	1,244,711	1,051,565	1,529,312	1,146,221	843,107
	Carbon Credits	36,506	54,107	1,529,312	1,146,221	843,107
LOCATION BASED (Metric Tons CO ₂ e)	Scope 1	51,487	30,883	62,815	59,388	25,790
	Scope 2	26,594	28,585	42,291	41,411	30,303
	Scope 3	1,234,936	1,067,778	1,471,243	1,110,989	840,778
	Total	1,313,017	1,127,246	1,576,349	1,211,788	896,871
TARGET-BASED (Metric Tons CO ₂ e)	Scope 1	51,487	30,883	62,815	59,388	25,790
	Scope 2	26,317	29,356	31,937	23,622	15,281
	Scope 3	867,804	745,436	1,043,612	805,704	646,848
	Total	945,608	805,675	1,138,364	888,714	687,919
SCOPE 3 INTENSITY-BASED EMISSIONS	Value Added (\$ millions), refer to footnote 8	7,716	9,720	12,365	12,447	14,008
	SCOPE 3 Target-Based Intensity (Metric Tons CO ₂ e per \$ value added)	112	77	84	65	46
BIOGENIC EMISSIONS (Metric Tons CO ₂ e)	Renewable fuels (e.g., renewable diesel, sustainable aviation fuel)	0	0	1,007	2,033	1,647

(Adapted from Netflix,2023)

Therefore, Netflix mitigates their carbon emissions across their offices and studios by adapting them to electric vehicles and sustainable fuels. In 2023, The company made major sustainable investments to enhance the production efficiency and mitigate carbon emissions such as investment in Electric vehicles and fossil fuel vehicles. With their Global influence, Netflix produces films, shows, and documentaries like **You Are What You Eat** to represent the environmental impacts to society (Netflix, 2023).

Furthermore, **Figure 6** depicts the emissions reductions by Netflix. The company made a transition from Eco- friendly products such as Electric and Hybrid vehicles, clean mobile power and renewable energy.

Figure 6: Carbon reduction by Netflix

Emission Reduction Levers		Emissions Avoided (MT CO2e)		
Action	Sub-Lever	2021	2022	2023
	Energy Efficiency			
	Equipment & Controls Improvements	0	162	163
	Right Sizing Diesel Generators	0	51	10
	Sub-Total	0	213	173
	Electric (and other low-carbon) Vehicles			
	Electric Vehicles	10	75	23
	Hybrid Vehicles	12	31	15
	Plug-in Hybrid	7	52	9
	Sub-Total	29	158	46
	Clean Mobile Power			
	Hydrogen Systems	22	81	275
	Grid Tie-In	0	967	75
	Hybrid Systems	0	4	40
	Batteries	85	127	28
	Sub-Total	107	1,178	417
	Renewable Energy (electricity & fuels)			
	Landlord Supplied Renewable Energy	5,702	6,764	7,570
	Utility Supplied Renewable Energy	3,869	9,452	7,205
	Streaming Partners Renewable Energy	3,612	5,705	5,799
	Renewable Diesel	717	1,738	841
	Sustainable Aviation Fuel	174	295	294
	Renewable Natural Gas	0	0	271
	Sub-Total	14,074	23,954	21,980
Total		14,210	25,503	22,617

(adapted from Netflix, 2023)

6. Organizational Behavior:

6.1 Introduction:

It refers to the interpersonal relationship of individuals and groups within an organization and its impact on the organization's behavior and performance. The four elements of Organizational behaviour are People, Structure, Technology, and External environments. The relationship between the employees in the workplace is essential for an organization. The organization should have a proper structure where the role of the employees and Job description should be properly systemized. The appropriate resources should be given to the employees to do their work without any resistance and the strategies they proposed to manage the change effectively (Crail, 2024). The organizational design of Netflix, the recent change initiative in Netflix, and the influence of change on individuals and teams can be examined in this section.

6.2 Organizational Design and Structure:

Organizational structure refers to the allocation of Roles and responsibilities to employees in an organization. The clear framework of organization helps the company to achieve a long-term goal. The structure in Netflix is a Flat organization structure. The flat structure enhances the responsibility of the employees. It terminates the management layers in an organization which increases the involvement of employees in decision-making and fosters collaboration (Craig, 2022).

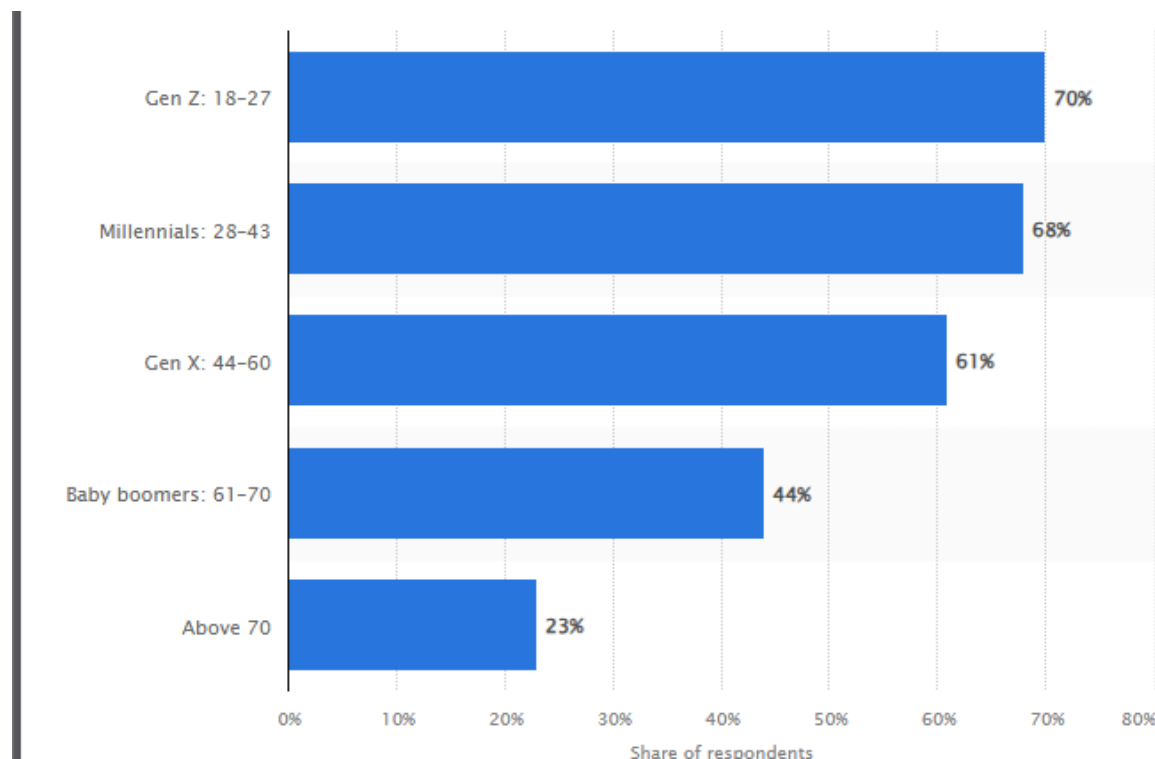
Netflix maintains a flat structure where it offers decision-making power to its employees. Netflix top management has a strong communication with employees to get feedback and reviews. Netflix is a company that values work autonomy where employees can work independently and collaboratively. Netflix adopted **AWS tool** to enhance its content by

collaboration with teams (Abbinaya Kuzhanthaivel, 2022). Flat structure eliminates supervision and cutdown costs by mitigating the layers of middle management (Craig, 2022).

6.3 Recent Change Initiative in Netflix:

Netflix is an online streaming platform that has subscribers all over the world. The significant change in Netflix is that the company acquired live streaming rights for Sports such as **FIFA Women's World cup, NFL, and WWE**. It acquires U.S media rights for 2027 and 2031 FIFA world cup editions. A total of 128 matches will be streamed on Netflix. Moreover, Netflix makes \$5 billion deal with WWE for 10 years. Netflix's first live sports was streamed in November 2023 (Rumsey, 2024).

Figure 7: Sports viewers through digital from different generations



(Statista, 2024)

Figure 7 indicates the digital audience of sports. It depicts that around 70% of Generation Z sports audience are watching through streaming platforms and social media. Following that 68% of Millennials are spectating through online. Overall, 27% of sports fans are more likely to watch on TV (Statista, 2024). However, 43% of Basketball fans are more apt to subscribe and watch through streaming platforms. On the other hand, 48% of Football supporters subscribe to streaming services (Meeks, 2023).

Therefore, Netflix expanded their services to sports streaming due to the rise of sports viewership through online streaming. The Live sports streaming market was \$27.93 billion in 2024 (Verified Market Research, 2024). Netflix's global market and **WWE global audience** will easily increase the subscription in live sports streaming. Moreover, the sports streaming will increase the watching hours which will boost their revenue and brand loyalty. The higher revenue can be generated by advertising in between the break or Half time. In 2022, The CEO of Netflix Ted Sarandos said that the company's strategic shift shows that they recognize the broadcasting of live sports as a Profitable investment. Netflix started its live sports service by telecasting Netflix Cup. Later, Netflix telecasted major sports events such as Boxing match between Mike Tyson and Youtuber in 2024. Netflix transition to Broadcasting a sports event is a strategy to diversify its content to attract a broader customer base and additional source of revenue (Athelo Group, 2025).

6.4 Managing Resistance to Change:

Netflix telecasted Tyson – Paul Boxing match to its subscribers without additional charges. However, Netflix users faced buffering problems during the match due to the massive number of users watching at the same time and the server crashed. The User's got frustrated at the moment (Fox TV Digital Team, 2024).

However, Netflix proposed strategies to handle the Server issues which helps to provide a good quality broadcast to its subscribers. Netflix collaborated with **AWS** to provide a high infrastructure facility using cloud technology. Moreover, to avoid the high network traffic in UFC matches, Netflix uses Multi CDN setups to manage traffic and control surges which provides smooth streaming. Furthermore, Netflix adopted high technologies to offer a real-time experience from a Sportsperson perspective (Raveh, 2024).

6.5 Impact on Individual and Group Behavior:

The change in organizations is unavoidable. Therefore, Most of the Organizations learn to adapt to the change and consider it as internal part of their business. The proper framework and execution of change leads to increased employee engagement and motivation. Moreover, the employees work more confidently while completing tasks and achieving targets. On the other hand, Organizational change have positive and negative impacts. Weaker communication between the management and the employee during the change will lead to failure and employees resist change (Revenio Jalagat, 2016). Therefore, it will affect the productivity of the employees. The live sports broadcasting in Netflix has a Major impact on employees. Netflix has a talented employee who works productively and innovatively. Therefore, the implementation of Live sports will enhance employee engagement and increase productivity.

Regarding Group behavior, it enhances the collaboration among the teams where the in group will collaborate with out-group and generate ideas together. For instance, Netflix partnered with AWS to enhance the content creation and remote work. Moreover, it

creates a connection between creative teams and increases the chance of collaboration (Abbinaya Kuzhanthaivel, 2022).

6.6 Adapting to the External Environment:

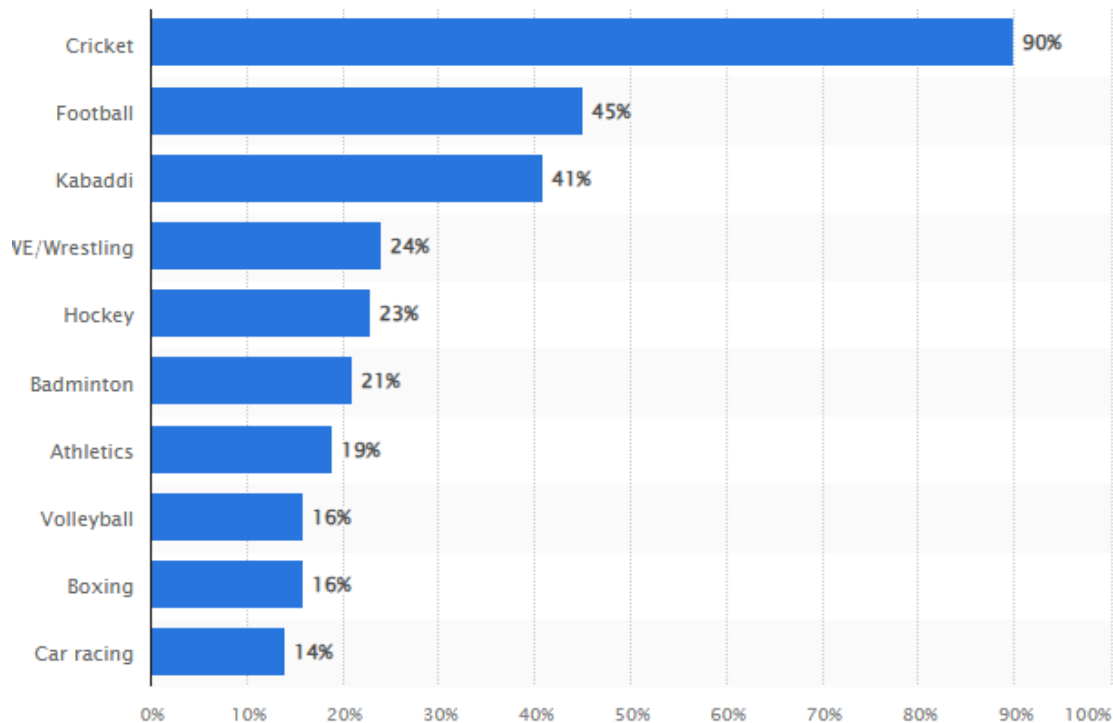
The Flat organizational structure of Netflix enables them to take actions on their own tasks which enhance the employee engagement. Moreover, the freedom of work in a company enhances the collaboration with technological companies such as AWS to provide high-quality content.

The Significant change of Expanding market to live telecast of Sports helps them to attract more customers in a new market. The strategic implementation of Streaming Live sports helps the company to generate more revenue. The strategic shift enables them to improve their technology infrastructure such as Multi CDN setups to avoid network traffic during the live streams (Raveh, 2024).

7. Conclusion:

To conclude, the analysis of Netflix's organizational practices indicates that the company is adopting a Flat organizational design which fosters communication between Management and Employees. It enhances autonomy in the workplace which improves the collaborative working environment. By operating a Flat framework, the company receives feedback from employees in a face-to-face interaction. Netflix offers a Diversified workplace where all employees get same recognition and Benefits regardless of Gender, Race, or Religion. To improve the well-being of Employees, they implemented a litany of initiative programs to develop their livelihood and motivates them. Furthermore, Netflix practices a Transformational leadership style which leads to positive outcome for both employee and Organization. Netflix gave more preference to Women employees in a leadership and director position. To mitigate the environmental crisis, the company invested huge money to shift eco-friendly products such as EV cars and fossil fuels which shows the corporate social responsibility of the company. In addition, the company carried out a major transformation to expand its market in Live telecasting of Sports. It helps them to boost their customer base and income. By adapting to the new change, the company invested in high technology to provide high-quality content where the change made them collaborate with the high performing teams.

Figure 8: Popular Sports in India



(Statista, 2024)

8. Recommendations:

Even though, the company is in a Strong position, Certain improvements could be made in broadcasting of Sports due to the Rapid growth of Sports audience particularly Football and Cricket. These two sports are the most popular sports in the world with 3.5 billion audience for football and 2.5 billion for cricket (Sport for Business, 2024). Moreover, Cricket is the most popular sport with large fanbase in India. Therefore, Netflix should implement strategies and allocate more funds in technologies and acquiring rights to broadcasting live sports without any network issues. **Figure 8** depicts the fanbase of cricket in India which possibly causes server crash due to more users in India. Therefore, high technology infrastructure is necessary for Netflix to provide superior quality.

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