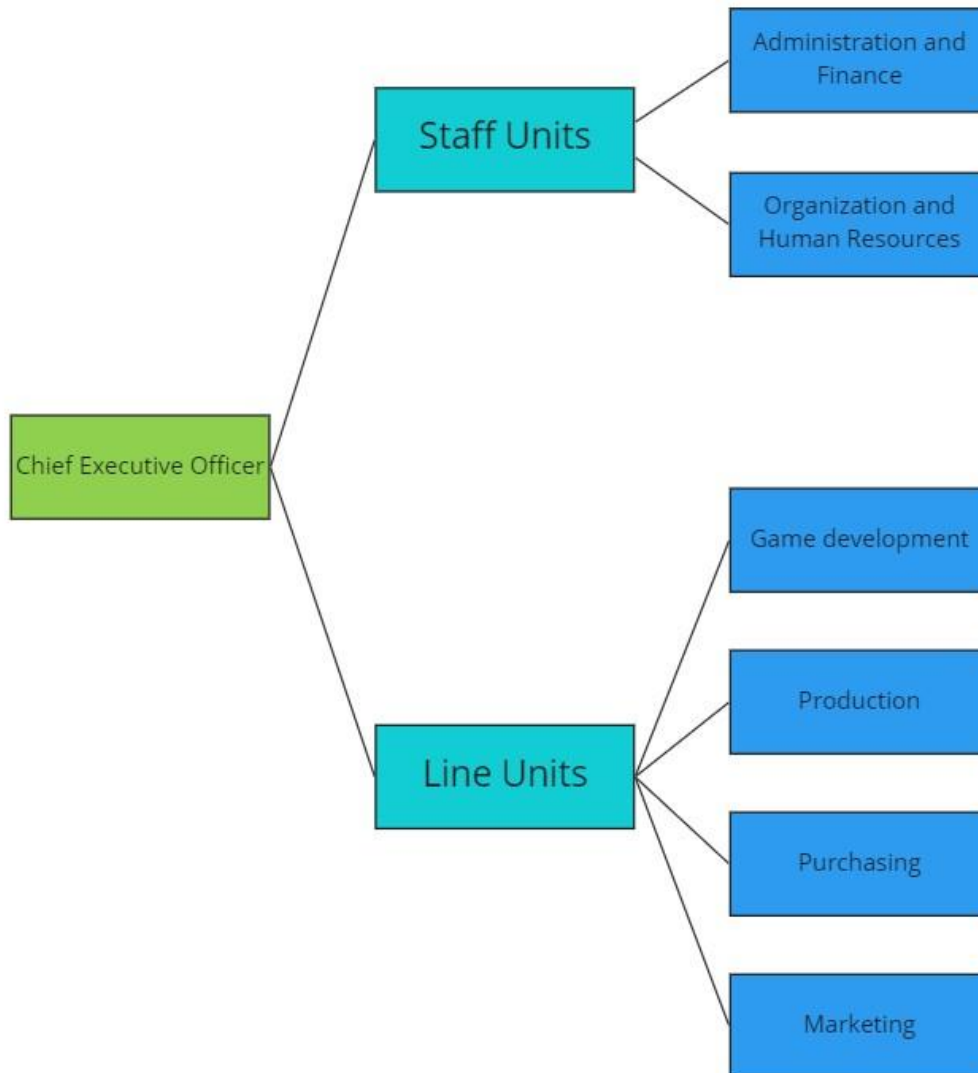
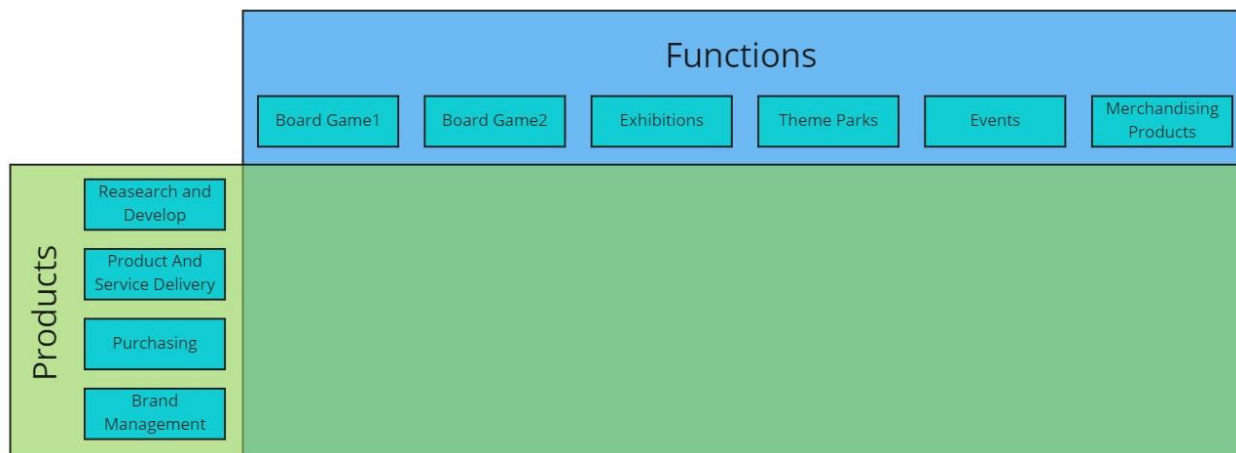


Questions:

1. Design the original organizational structure of Socialize Inc.



2. Design the organizational structure that Socialize Inc. adopted from 2002 onwards.



3. Choose the organizational configuration that you think Ankway has in mind nowadays, given the strategy she imagined. Justify your choice.

According to 6 basic configurations, the company's current problems: the entertainment market becoming even more competitive, the costs of the new structure seemed to exceed the actual benefits, people were stressed for the many meetings held and the strategies of Ms. Ankway that these strategies are based on refocusing on the two historical board games, in a new version and also offers integration with online gaming, The key is focusing on

- The two historical products,
- Thus reducing diversification

Among the existing structures, we can choose Modified-functional and Matrix configuration

Due to the comparison of these two in the following 3 criteria

- Environmental uncertainty & organizational complexity
- Size of the company
- Source of competitive advantage

The matrix configuration is preferred, but when we are allowed to use the matrix configuration that the benefits exceed the additional costs of coordination so in my opinion we have to use modified-functional

4. Draw the organization chart of the structure referred to in the previous point.

