

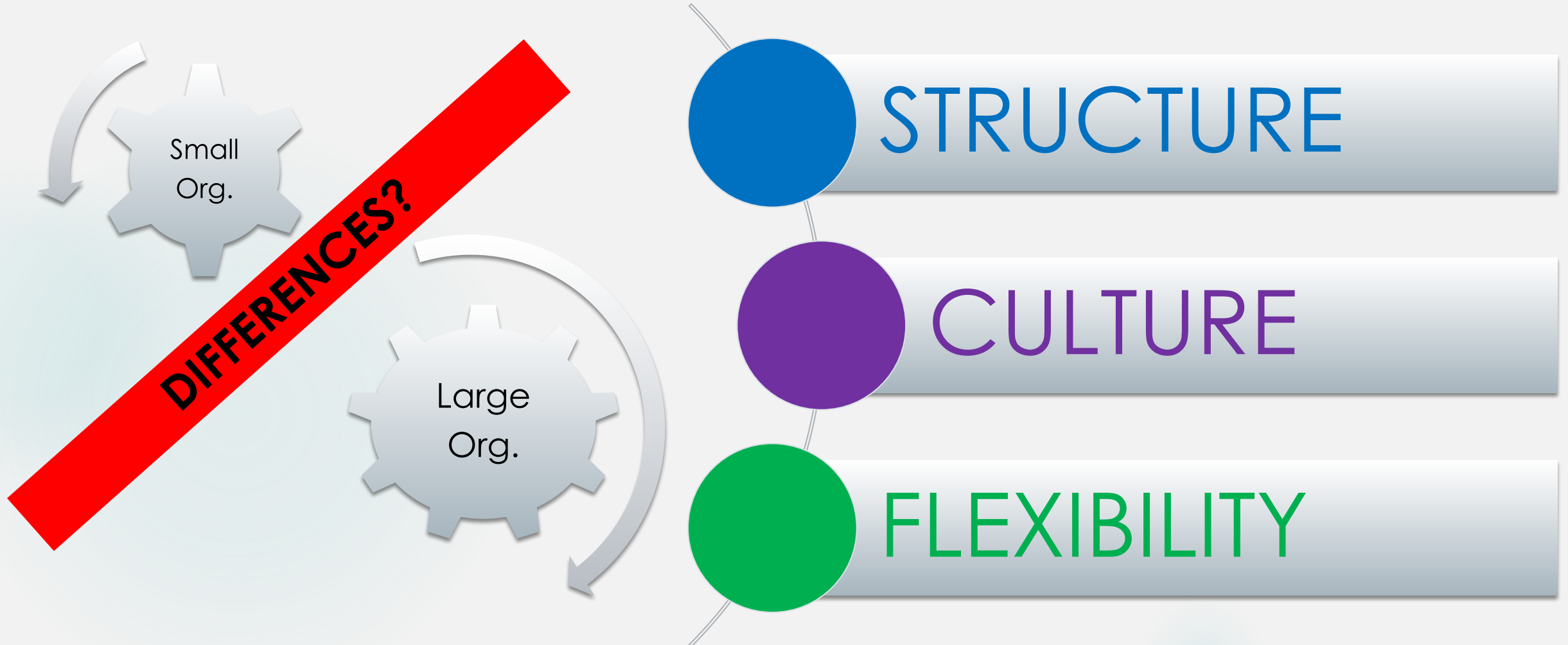


THREE KEY WAYS IN WHICH SMALL ORGANISATIONS DIFFER FROM LARGE ORGANISATIONS IN THE MUSIC INDUSTRY

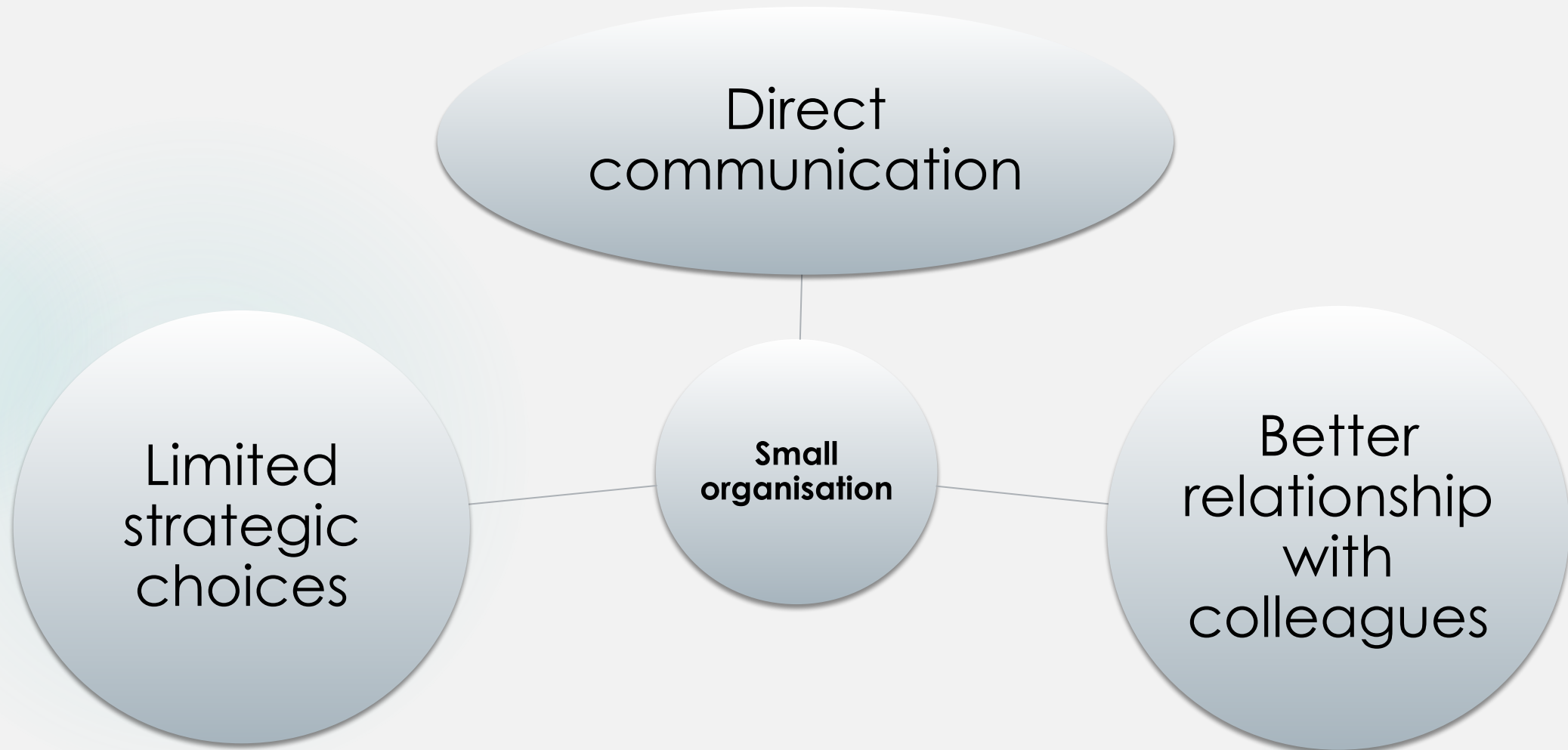
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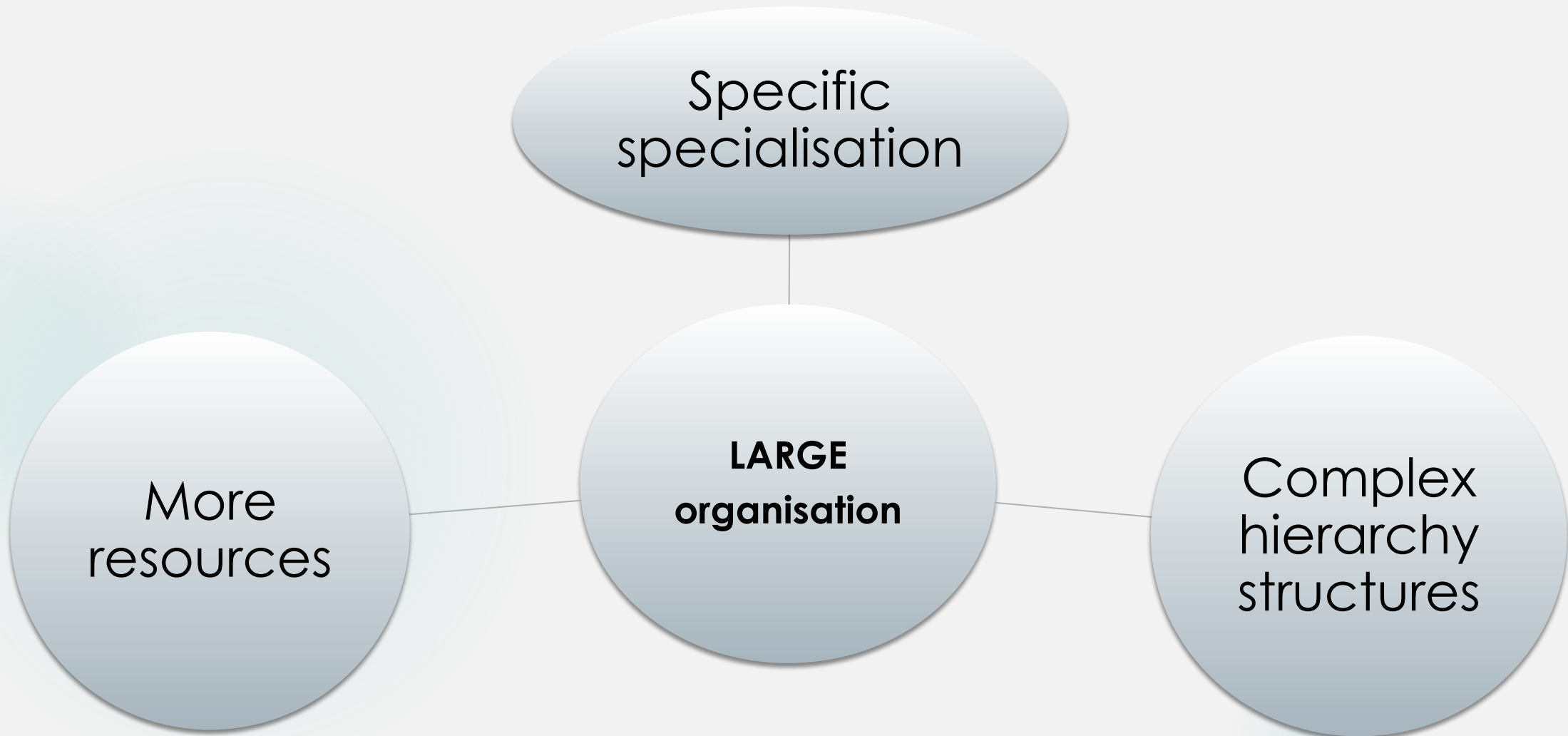
-- THE THREE KEY DIFFERENCES --



-- STRUCTURE of small organisations --



-- STRUCTURE of **LARGE** organisations --



-- STRUCTURE of music industry organisations --

Small music firms

- Formed by entrepreneurs (Burnett, 1996)
- Structures are rarely present (Straw, 1993).
- Provide major labels a kind of new product (Clark, 2004).

VS

LARGE music firms

- Reorganisation of the hierarchical structure since the 20th century (Rutter, 2016).
- Many experience managers and executives set up their small business firms with the help of their contacts , status and reputation (Ruttter 2016).

-- CULTURE in small organisations --

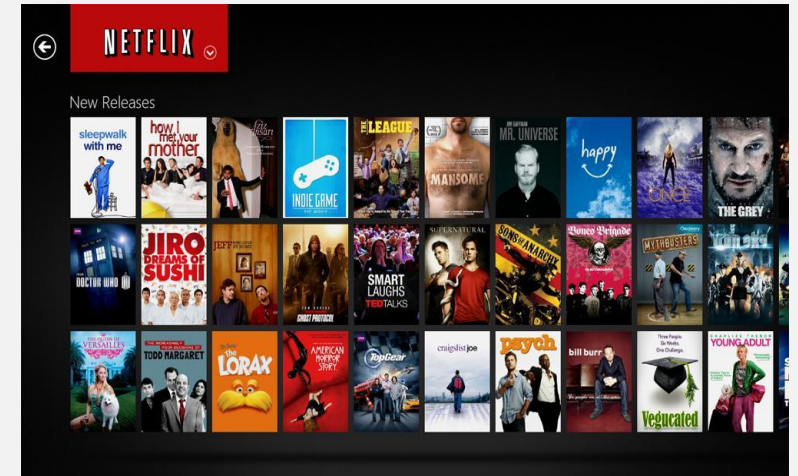
Horizontal corporate culture aka 'free spirit' culture

- - Produces a synergetic and open to opinion and feedbacks kind of mindset
- - More likely to adapt to change
- - Often a customer service based firm
- **Pitfalls**
 - Direction lost from time to time
 - Doesn't mean that structures are not present

1871

Team first corporate culture

- Hunts for the right candidate which fits to the company's culture
- Experience and skills come later.
- Prioritise happiness to the highest possibility
- Best example: NETFLIX
 - Unlimited leaves
 - “happy employees makes for happier customers”



-- CULTURE in LARGE organisations--

Conventional corporate culture aka 'the traditionalist'

- - Countless rules and regulations to their employees

Progressive culture aka 'the nomad'

- - Buyout of the company and competition faced.
- - Rumours, hatred, and company politics may arise

----- FLEXIBILITY -----

Strategic flexibility

Definition - (Jaspreet, 2013) is the “ability of a firm to protect, react, reposition quickly or to adapt to highly volatile market environment conditions, with the help of its resources and capabilities, so as to maintain its competitive advantage”.

-- FLEXIBILITY in small organisations --

Why is flexibility often the choice of small organisation?

- “Organisational needs, individual needs, and the customer needs” – (Johnson, 2011)

Sandwell Community Caring Trust, Sandwell (CCT) case study.

- **Flexible working hours**
- Outcomes?
 - Happy and satisfied - have the urge of continuing working.
 - Commitment and loyalty – easier to keep hold of them
 - Work life balance – Less stress
 - Lower absence statistic

-- FLEXIBILITY in LARGE organisations --

Bigger challenge in changing and responding to customer's needs. (Johnson, 2011)

- Reason?
 - Complicated procedures
 - Time consuming

Surprisingly, large companies are able to adapt to their environment restrictions compared to small firms, according to a study by Verdú-Jover, A.J., Lloréns-Montes, F.J. & García-Morales, V.J. (2006)

- Reason?
 - Setting targets with the considerations of producing a better result.

Hypotheses - larger firms adapt their flexibility mix better than smaller firms to the requirements perceived from the environment because of their greater financial flexibility.

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THE END!