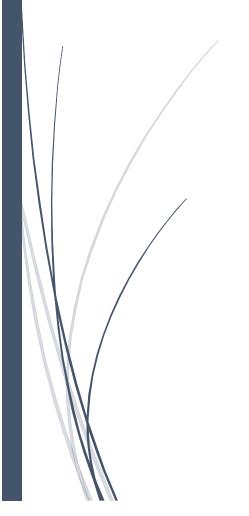


# MANAGING THE ORGANIZATION

Project on Accenture Private limited

12/7/2018



Sai Girish Palavarapu M.SC IN DATA ANALYTICS STUDENT ID:17170401

# TABLE OF CONTENTS

Introduction	3
The importance of Organizational Structure	3
Types of organizations	3
Functional Structure	4
Matrix Structure:	4
Flatarchy	4
Management of Accenture	4
Advantages of having a steep structure	5
Disadvantages of Structure	5
International Context	6
Introduction	6
which are much relevant locally?	6
Global Strategy	6
TimeLine of Accenture	7
How Accenture Follows Globally	7
Key Aspects	8
Role of managers at the organization and individual level	8
Managerial Problem of Accenture	9
Planning in an organization	9
Strategic planning	9
Tactical planning	10
Operational plans	10
Organizing	10
Planning and organizing in Accenture	11
Leadership in Accenture	11
Motivation communication and negotiation in Accenture	11
Intrinsic motivation	11
ExtrInsic motivation	12
communication in organization	12
Negotiation:	12
Motivation and communication Done in Accenture.	12
Negotiation Done in Accenture	13
Quality and control in Accenture	13
quality and process improvement program(qpi)	13

client quality management assessment(CQMA)	. 13
SWOT analysis on accenture	. 14
Conclusion	. 14

# INTRODUCTION

As we all of us know that no two people think in the same way and same applies in between the companies that no two companies will perform in the same way or their structure in the same way, a minute contrasts will be there in between.

The structure of management plays a vital role in the growth of the company nationally or internationally. Management-oriented business administration will be concentrating on such characteristics that help in managing and growth of companies, in this context every organization can be described as an open, productive social system, dynamic, complex.

The above contents can be explained as in a productive social system the people in the organization act as individuals or in the form of teams to make a huge impact on the company's growth or its behavior, the open system, it can be explained in such a way that the system will continuously communicate about the conditions in the company. A dynamic system, the name itself says that the organization should be dynamic and should adapt to the conditions or to influence these developments. The complex system of structure and process will be involving many elements which are individual and each and every individual has an importance to make the structure and process of the system complex. (Thommen and Grosser,2014)

# THE IMPORTANCE OF ORGANIZATIONAL STRUCTURE

The structure of an organization plays a vital role in the behavior of firms and conditions of employees and other units in the company. the effect of changes in the market like price, or rules and regulations on the firm can be subjected to the immediate direct effect of the fluctuations and the full effect after industry structure has had time to cope up.

The structure of an organization effects at least two stages of a firm and its behavior.

1)The structure of an organization will affect performance measures such as profitability or speed In adopting for achieving new innovations, by this the management, in turn, enter into either plans and calculations or because of competitive selection pressures effected differently on the firm according to their performance.

2)change in the external environment such as economic or social conditions can produce the need for dynamic adjustments in the company's internal structure, partner of communication and connectedness.( DeCanio, 2000)

### TYPES OF ORGANIZATIONS

We can find many types of organization structures across the companies in the world and it is different for every company but we can find one or the other structure for every company irrespective of their domain and they're national.

We can find many companies who work internationally will have a strong organizational structure, as well as week structure, type of structures, are (Larry Alton, 2017)

- Functional Organization
- Matrix Organization
- Flatarchy

### **FUNCTIONAL STRUCTURE**

This type of structure is also called as bureaucratic structure and in this type the organization is divided into a number of subdepartments which functions under different persons called functional managers and this functional manager will have all the authority to manage the decision taken by the company, so it's obvious that the power will be more for the functional manager and the employees who work under the functional manager will have the least power in making effective decision.

# MATRIX STRUCTURE:

The matrix structure is divided into three sub-categories they are, week matrix, balanced matrix, strong matrix

- Week matrix is a structure which consists of the project manager and the functional manager
  are in the same line so that the employees should report to both about their work and in
  sometimes the functional manager will have more power than the project manager, so it's
  called as the week matrix.
  - The disadvantage of this structure is the power of decision making will not be laid with the same person and ambiguity for the employees about reporting.
- Balanced matrix is a structure where the project manager and the functional manager will
  have the same authority and the employees or the resources will report to both of the
  managers.
  - The main cons of this process are with the employees.for an employee if he wants to follow a manager then he may be in a position that he cannot decide whom to follow.
- The strong matrix structure is a type of structure where the power is distributed among the employees according to their authority.
  - The major aim of every employee is to deliver the project on time with all the requirements of the client achieved.
  - In this type of system, the project manager will have higher authority and he may have the higher power in decision making regarding the project.

# **FLATARCHY**

we can see these type of Flatarchy more in small firms and start-ups, the large organizations will generally follow the traditional style of tall architectures

"Unlike the traditional hierarchy which typically sees one-way communication and everyone at the top with all the information and power, a 'flatter' structure seeks to open up the lines of communication and collaboration while removing layers within the organization," (Jacob Morgan (2015))

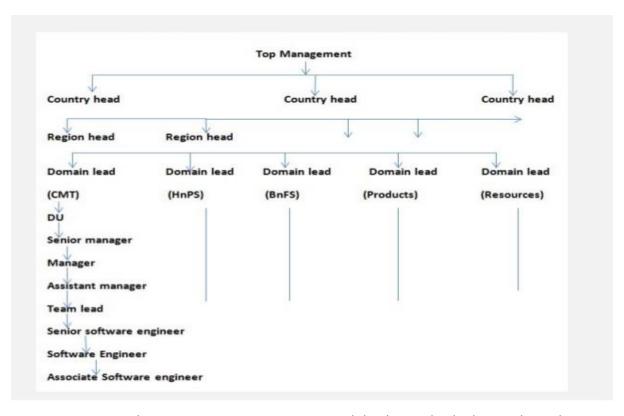
These types of flat architecture will remove extra employees who work in the company unnecessary and even remove the levels of the employees which are of no use and distributes the power among the multiple positions and their levels.

As we know that a coin has two sides every architecture has pros and cons and cons of this type of architecture is, the problem arises when everyone in the team does not agree for a better decision.

# Management of Accenture

the associate organization as huge as Accenture, the framework is clearly unbelievably complicated. One in all the aspects of runway coaching I found most confusing reason of however we analysts and tend to, new starters, would be organized and wherever we'd slot in the broader organization.

Therefore, during this weblog installment, I will be able to endeavor to offer an awfully high-level rationalization of the structure from an associate degree analyst perspective.



- Accenture is having a strong matrix structure and the domain lead is having the authority on the project and the structure of the project is steep and it is centralized.
- As we define centralized is the decisions are taken by the higher authority and most of the communication is vertical.
- Standardization of Accenture company is the rules which are made by the company are used extensively and the company has its own standard operating procedures.
- Accenture follows individual specialization that is employees work separately and specialize in any one of the tasks.
- The company follows simple integration mechanisms where the hierarchy of authority well defined. (vikalp. M,2013)

#### ADVANTAGES OF HAVING A STEEP STRUCTURE

- Coordination between the employees is easy
- Less effect of lack of compatibility
- For the management, it's easy to handle people
- Decision making is faster in this process (vikalp. M,2013)

#### **DISADVANTAGES OF STRUCTURE**

- Lack of new thinking of thinking out of the box
- The nature of adjustability is very less
- Supervisors have extreme power. (vikalp. M,2013)

# INTERNATIONAL CONTEXT

#### INTRODUCTION

If we talk about the challenges for companies going and operating internationally the main challenges are not any more to find the right countries or the right way of entering foreign countries. for most companies these decisions are already quite easy decisions to take, however, what is still very challenging for most companies is to find the right way of configuration and of coordination of activities. (Richard L.D,.Martyn, K. and Natalia, V.,2010)

Managing the organization globally is a challenging task for any type of company who work globally because things are proven difficulty in a language barrier and cultural resistance. Most of the Managers in the companies who work globally will show ignorance of the people who work for them in other countries this is called cross-culture ignorance, this kind of behavior in the organization will disturb the culture in the company, for an instances if a company is working in the U.S as well as in Europe, negotiating habits and expressing their views between the employees and spending a little time in understanding each other's views will make a huge change in the organizational culture and environment. (Richard L.D, Martyn, K. and Natalia, V.,2010)

### WHICH ARE MUCH RELEVANT LOCALLY?

Managing globally for a company requires putting a right person a right place and by these way, the company can use the skills in a person effectively. these skills of a person include specialized leadership skills and the person can able to manage the work of the other people who are in different background and customs. It's not important for a company to establish a lot of branches in different locations but to have a different organizational structure according to the local government and leadership.

let me give an example for an acquisition

for many companies finding an acquisition target in another country is easy and even financing this target is not so difficult however the challenges come later on how to really integrate the newly acquired target how to really make this new company part of our company in terms of strategy, structure in terms of culture and the same, it is true for the other market entry moves.

how really to manage a network of 100 licensing partnerships how to integrate our worldwide operating distributors and their export activities

how to make sure that our joint venture units are at least partially aligned with our own strategy or own structure or culture, so clearly for everyone the major challenges is coordinating and integrating of activities and that means it's not just about formulating internalization strategies it's also about implementing out internalization strategies.

# **GLOBAL STRATEGY**

strategy in its most basic form consist of the actions managers taking pursuit of company objectives managers need to be explicit about the strategy they are following and how it relates to industry competitors this type of positioning helps employees know how to focus their day to day efforts the purpose of following international strategy to manage the differences that arise when operating across multiple geographical and cultural borders, global managers are likely to adopt one of three distinct international strategies multi-domestic mega national or transnational mega national or transnational these all help the company achieve profitable growth in a global market so how are these strategy is different?

A company that pursues multi-domestic strategy customizes products services and operations so that we can respond to a customer and employees in each of the country's whatever it operations, in effect the company become group of locally focused subsidiary, acts independently might domestic companies residing how the product is designed, made distributed and marketed in their local market

### TIMELINE OF ACCENTURE

With take an example as Accenture, it started on 1989 as Anderson consulting and later in 1st of January 2001 adopted current name Accenture.

Accenture is a worldwide managing, consulting and professional services organization that provides strategy, consulting, digital, technology and operation services, it's headquarters is situated in Dublin Ireland since 2009 later it moved to nearly 200 cities and 120 countries with nearly 1.5milliom employees globally.

Accenture is serving its clients by dividing its services into five different types(). They are,

- 1)Accenture Strategy
- 2)Accenture Technology
- 3)Accenture Consulting
- 4)Accenture operations
- 5)Accenture Digital

In 1989 after adopting the name of Anderson consulting, the company has started its first smart store 2000<sup>tm</sup> in Chicago providing a unique environment to find new ways for customers packaging goods and retailing.in 1993 within four years Anderson consulting has improved in such a way that the knowledge exchange is enabling electronically passing of data across an entire organization like Mexico and Philipines.the launch of an organization in Asia is started in 1993 in Japan and 1994 its it opened its technology centers in Palo, Alto, California, Sophia, Antipolis, France and they are now called as Accenture labs. Anderson Consulting is given the name as Accenture in 2001 and in the same year it marked as top 200 companies on the exchange, In 2002 the company is listed in fortune 500 companies of the world, in 2004 in addition to exchange process the company has started outsourcing business procurement in this way it has many milestones year by year and now it's the worlds top consulting firm and deliver the products to its clients. (Accenture, 2018)

In today's world every manager need to explore globally and think globally, many companies like Carrefour, Coca-Cola, BP, HSBC, Nokia etc are changed their mindset regarding the international context, and many of the internet and outsourcing companies like Google, Amazon, Yahoo, Accenture are also finding their most of the profits if they work globally because many of the western developed countries have a lesser growth rate in the internet subscribers than the developing countries like China and India. Some of the studies tell that China is growing faster than U.S and Europe, Japan combined to share a huge market share in the e-commerce revenue.

Organizations who wanted to move globally will have two ways.one is that the company should find the cheaper, efficient labor and the infrastructure with low price, this is called *Offshoring or global outsourcing*. second is to find the customers for their finished products outside their home country, which may have to export, direct investing and as well as licensing. These are both ways to enter into a foreign market and it's also a strategy to enter a new market globally. (David, G., Stefano, G. and Rustin.R.,2011)

#### HOW ACCENTURE FOLLOWS GLOBALLY

As I explained above that company that pursues Global strategy customizes products services and operations so that they can respond to their customers and employees in each of the country's whatever its operations, in effect the company becomes a group of a locally focused subsidiary, acts independently and Accenture Is strongly believe in this strategy.

As firms in nearly each business stake, an outsized portion of their growth plans on international enlargement, the preciseness and consistency with that they approach talent

management capabilities, unit of time policies and leadership development should increase. Attracting and holding arch employees, stabilizing the proletariat in a very new market, increasing productivity, structuring a corporation in order that credible and competent leadership is placed within the right locations, devising a culture that consistent however additionally accommodates native differences—these are currently the activities and competencies that are crucial to success.

### **KEY ASPECTS**

The key to Accenture that acts globally in an adequate manner is lying in many things like finding new marketplace globally and which suits best according to the company need and wants, the company shapes the human capital strategy and the HR efficiency that effects both globally and locally to the company as well as the employees and the strategies will be consistent on globally and

According to Accenture expanding globally is not simply a matter of sending a sales force to the location but what exactly required primarily is company needs to plan its strategy according to their local requirements and with a human capital, HR strategy. The senior leadership who are most experienced, need to follow-up measures to consider after the planning team has made the strategy that had to undergo in a new market.

A company like Accenture is having the right balance between the local and the global organizational structure and they are efficient. when coming to local innovations and services, they should be credible to the local customers of the company.

Accenture is having a specific HR system and a smart advanced technology which plays an important role in making Accenture a globally top company in providing services internationally in various sectors. Accenture believes in the employees who are local and that makes the company even more successful and for all these reasons Accenture is called as a truly global business. (David, G., Stefano, G. and Rustin.R., 2011)

# ROLE OF MANAGERS AT THE ORGANIZATION AND INDIVIDUAL LEVEL

At present most of the established multinational company's managers are facing a lot of issues with digitalization, the irony between the traditional and the new marketplaces. According to Weiblen and Chesbrough (2015), corporate incubators aim to provide an atmosphere in which "innovation can grow better than in the slow and bureaucratic parent organization". According to this, the middle-level manager will have roles individually are, the person should be open to the new technology and the work environment.in the meanwhile of change in the technology, the manager will feel that the change is too-rapid, and he needs strong micromanagement with different skills.

The success factor for a middle manager individually is, if a decision needs to be taken then the opinion of all the team members who work on the project should be taken into consideration and he should be open towards feedbacks. The goals should be set by the whole team rather than individually with a responsibility towards their work. If managers wanted he can change the whole culture of the organization.

The organization level of challenges for a manager will have a wider range of responsibility which provides good communication and transparency between the organization and the employees. managers should be cooperative to the other units of the organization which is internal to the company. During incubation, many of employees will get out of the company which is temporary. If in case of the final output of a huge project requires personal change which is useful to the client should be done. (Rebecca. H,2018)

# MANAGERIAL PROBLEM OF ACCENTURE

One of the managerial problem in one of the Accenture's branch in India is the behavior of some employees is creating a disturbance in the decorum of the company and because of that number of employees who are joined recently are resigning without no reason, so somehow the manager got to know the reason and he wants to solve the problem. he took measures in private because to avoid the person who is creating the unorganized behavior and he avoid his actions in the future. The reason behind the manager taking action in private is to catch the people with evidence and to take necessary actions without any delay. (Appendix-1)

One of the Manager in Accenture operations has taken a step in finding the wrong people by deploying some people in every shift to inform about the other team members whose behavior is faulty and said to the informers that to keep the mater in confidential even to their team leaders. The smart thing he has done in selecting the informers is, he selected in such a way that the people who are very close to their promotion, so that the people will be obedient to the company and will give the right information in right time and that worked. (Appendix-1)

The incident he comes across is that some of the people are playing silly sexual games on the work floor in night shift and that incident is recorded by one of the informers of other team and that was sent to the manager, the manager came to the floor and saw the incident,he caught the people right away and removed them from the process at the same time, and given a message to the other virtually that the company will follow its rules and regulations strictly irrespective of the condition and the stage of the person where he is in the industry. (Appendix-1)

Accenture is a company which maintains its standards very strictly and if any one of the stack holders is misusing them or crossing the rules and regulations made by the company, there will be a separate team which is zero tolerance and this team consists of all kind of people like lawyers, doctors, investigators who are working to maintain the ethics of business and one of the higher authority of the company, who will tack care of all such kind of incidents and investigate them within the organisation. (Appendix-1)

Every employee in the organization will have a right to raise their voice against their rights in the company and the company will not give importance to the hierarchy of responsibility for such kind of things. any employee in the company can give complaint against anyone in the company to the incident investigating team. (Appendix-1)

# PLANNING IN AN ORGANIZATION

Planning in an organizing is done in three different ways they are

- 1)Strategic planning
- 2)Tactical planning
- 3) operational planning

#### STRATEGIC PLANNING

In the strategic planning it involves the long-term benefits, and which affects the future of the organization and this also involves the external environmental demands. This type of planning involving in the improvement of internal resources of the organization which helps to the employees

to achieve their targets even faster and with a high level of accuracy.it is the most complex planning of all the three types because it involves the whole organization and business potentiality covered

In this type of planning the results may take a huge amount of time which cannot be determined accurately but approximately 3-5 years and the results which we get after the long-run is much efficient and will have a huge demand in the market in terms value and reorganization.

# TACTICAL PLANNING

This type of plan is similar to the strategic planning, but the difference is that the strategic planning will involve the whole company but in this, it involves only specific departments of the organization. The duration for this type of planning is approximately 1-2 years in future, in such type of planning complexity is lower than that of previous planning because it does not involve the whole organization but limited to certain domains.

These types of planning will affect the growth of an organization but not as much as the strategic planning, and it contributes very little for the endurance of the company. we must consider the Interdependence of the company is moderate and resources and capabilities of several departments in a business.

#### OPERATIONAL PLANS

These types of planning will take nearly a year of time for its execution, in these plans majorly it focuses on short-term goals and for smaller units or functions of an organization. when coming to criticalness of the problem, it's a least complex plan and can be achieved with a less time and little amount of energy. the scope of the plan is restricted to a specific sector or a department where it is more concentrated on.

# ORGANIZING

Organizing can be done in two ways they are project-based organizing and strategic organizing which is a long-term goal. In the early stages, project-based organizing is primarily focused on short-term organizational configurations for allocating various resources in the established industry, but now the situation has changed. In many industries, they found that project-based organizing is giving the best results and companies like Lorenzen & Frederiksen, Peterson & Berger, Baker & Faulkner etc (Cattani, Gino, 2011).

"To cope with highly dynamic environments, wherein product demand shifts rapidly and often unpredictably, project-based organizations bring together specialists to work as a team and provide their expertise to a specific task, without any expectation of continued employment or subsequent cooperation after the successful completion of that goal "(Bechky, 2006)

When coming to strategic organizing it takes a long time for its implementation and the same things that apply to the strategic planning will also apply for the strategic organizing but the difference occurs in arranging the resources for the long run and as well as to arrange the infrastructure, manpower and the technology which are arranging for the company, they should be in a stage to work in the long run for the strategic organizing.

# PLANNING AND ORGANIZING IN ACCENTURE

The company like Accenture will change and takes its most advantage of various things on panning, having deep knowledge or insight-driven on the project its analytics and proven procedures or methods to increase the speed on the project. Accenture and its clients will combinedly work on some important things to achieve its goals.

The clients and the employees will understand each other and their requirements regarding the outcomes and they together plan and organize the things accordingly.

The employees of Accenture then work on the project according to the plan they worked on with speed and accuracy.

If the project requires any specific concern of any type the organization will adopt the change immediately with speed and agile.

Accenture uses a specific system for its decision making and focuses on different ways that help in achieving the desired goals at the time of adaptability and the system is called Accenture Change Tracking, which uses predictive analytics.

Accenture believes in the organizational change with respect to time, so it provides best services by using Accenture change tracking system which provides the change to the client with speed and accuracy when compared to the client's competitors, and it also believes that traditional methods like training and communication will not enough to their client to achieve the required scale and speed in this era. (Accenture, 2016)

# LEADERSHIP IN ACCENTURE

Accenture is a company which does not have a leader in permanent, it changes from time to time as well as project to project. One of the important core value of Accenture for improving their business is to attract, develop and retain the new ideas or talents of their employees or the other people from out of the organization and mutually comfortable culture for those people so that the people will be more concentrating on their work.

This company will conduct many of the indoor and outdoor games and sports competitions, group dinners by the project manager to make their employees relax from their daily pressures. These events will be conducted by the management based on a condition that the money which is needed to conduct these events will be depending on the performance of the team, so this is also a motivating factor for the employees to focus on their work. (Essays uk, 2016)

# MOTIVATION COMMUNICATION AND NEGOTIATION IN ACCENTURE

Motivation is an internal part of our psychological body, where it reflects the want and need to achieve the goals, it may give insights about our work that why we may behave the way we do. Motivations are of two types they are Intrinsic and extrinsic.

#### INTRINSIC MOTIVATION

It is described as the work what-ever we do should be satisfying and enjoyable to us, if the person motivated Intrinsically then he will not be concentrating on the external forces like prices,

rewards, and awards. it's also called self-motivation and self-esteem. It's mostly done by the people who are mostly concentrating on power but not on money. (Field B., 2018)

The attitude for the people who are intrinsically motivated will think responsible about themselves, supervisor, their job and organization. The goal of them is to complete the task with sent present accuracy in time and to develop their carrier level. (Field B., 2018)

### **EXTRINSIC MOTIVATION**

This can be explained in such a way that the desire for doing things or achieving goals are pushed by external factors like rewards, money, awards. The person will also have motivated externally by variety and scope of the work he does and for the security of their Professional life. (Field B., 2018)

On the work situation, the person will be motivated externally by their supervisors, colleagues, and subordinates. if the work pressure is high regarding the top quality then the person will also have motivated. But these types of motivations will not last long. (Field B., 2018)

### COMMUNICATION IN ORGANIZATION

Communication is an important aspect that every software engineer need to work on, it's a key to build a network and grow in your carrier. Most of the people think that major amount of software employees will spend their time in coding, but it is not true, employees will spend their major time in working with various other employees in the company as well as to interact with the client regarding the project deliverables. There are some mediums which are provided by the company for the internal interaction between the employees like emails, tool chats etc. (flod, 2015)

#### **NEGOTIATION:**

"Culture has been identified as a potential source of conflict in negotiations" (Varner & Beamer, 2006). when managers are not aware of the culture difference then there will a significant obstacle to finding the conclusion to a conflict, in this kind of situations the forecasting becomes significantly difficult and reduces the chance of successfully executing the managing conflict. (Paik and Yongsun, 2012)

Even though the people are from cross culture or the same culture, there are many incidents where they may not reach a final agreement to manage the conflict, so what the paper argues is that to build trust between the employees well as employees and employer gives much more chances to solve the managing conflict (Yeung & Tung, 1996) .so it's important to build trust between the people by the manager of the company though it takes huge time between the cross-culture or the same culture.

## MOTIVATION AND COMMUNICATION DONE IN ACCENTURE.

Accenture is a company where the employee's personal interests are also encouraging like conducting inter-project cricket competition and cultural competitions like singing dancing etc every month which increases the relation and communication between the employees as well as employees with the company hence the person will be much focus on what he had to do. (Essays uk, 2016)

Accenture will also conduct group tours for small vacation to all their project employees for relaxation and rejoicing and they will also conduct group dinners at specific occasions to build cultural values in them and there are certain service improvement initiatives where the employee can add his new creative and new taught on existing process in which it is first validated by the functional manager

that how this can be implemented on current process. The company will be awarded to the employee for giving the innovative idea. (Essays uk, 2016)

#### NEGOTIATION DONE IN ACCENTURE

In Recent years the traditional art of negotiation has been replaced with the Scientific negotiation (Barry. J, 2016) because According to a survey, in Accenture nearly 70% of senior executives have interpreted wrong decisions that the quality of the strategic decision making should be assessed by the outcomes achieved in the business. (Borchardt. W and Haas. J. D., 2016)

So, to avoid these situations Accenture has introduced an advanced Analytical system called Accenture change tracking. In this system, it analyses everything that the project required, and it executes, it's high impact on every department of an industry like digital transformations, mergers & acquisitions, enterprise, and workforce transformations, new business strategies, shared services and much more.it provides a vital role in long-term ambitious in the field of computing. Even though some of the issues were not resolved using advanced analytics that can be achieved by collaborative decision making (Accenture.2018)

# QUALITY AND CONTROL IN ACCENTURE

Any company which it is product driven or the service-driven are majorly concentrated on their quality, Accenture is also one of the companies which concentrate on the quality of products and services they deliver. To ensure the quality in their service it employees two-way approach that is quality and process improvement program and client quality management assessment. (Accenture, 2015)

# QUALITY AND PROCESS IMPROVEMENT PROGRAM (QPI)

Accenture's QPI got Capability Maturity Model Integrated (CMMI) Level 4 standards and that implements the continuous growth in the management process. In this process, the project performance measurement compares with the key metrics, both of those in the process of quality as well as metrics which are internal through time to time audits on the performance of the project. The CMMI standards include some of the important aspects. (Accenture, 2015)

A huge amount of Time and cost reduction of the project because of timely audits on the project performance and reduction in the project start-up time using the standard tools and methods. because of timely revision, most of the bugs are identified at the time of process development so that there is no much time required at the time of testing and these reduces nearly 60% to 90% of rework cost. Due to QPI, many things can be achieved like the least time to coop-up, Most effectiveness in the operations, reduction in total cost of the project, most satisfied clients. (Accenture, 2015)

## CLIENT QUALITY MANAGEMENT ASSESSMENT(CQMA)

This is one of the Accenture's method to assess the satisfaction of the client. In this process, a senior advisor of Accenture is involved to measure the current Results are towards the objectives or not and these processes will be done at least one in 6 months of the project. This process of reviewing by the senior persons will provide a good insight to the employees who work on the project and the overall quality they have met so far which yields documented benefits, which can be used by the employees to start the project and achieve it with a good quality. (Accenture, 2015)

# SWOT ANALYSIS ON ACCENTURE

Accenture is one of the leading consulting, technology and operations company, which offers management consulting and outsourcing services to its clients across the globe. Where SWOT analysis a one of the best technique to analyse for an industry, where it stands currently.

Firstly, SWOT is defined as strength, weakness, opportunities, and treats for an industry. When coming to strengths of the company, Accenture had built a very strong network the indication to it is Accenture is working closely with many of the tech giants like Microsoft, Dell, Salesforce, Cisco, SAP etc. Its focus is divided into different sources around five different platforms they are strategy, digital, operations, consulting, and technology. Accenture has diversity in its strategies where it is differing from place to place. The main strength of the company is to maintain strong relationship with their client.

When coming to weaknesses of Accenture is that the company faces lots of litigation issues, one of the case filled by a person called H. B. Fuller had won a case against Accenture for the Litigation Issues, so for the company like Accenture, these type of issues maters more.

If we consider Opportunities section for Accenture, there is a need for enterprise mobility across the globe because of its rapid pace on growth. The first company which moved its whole processes into the cloud with their own Technology is Accenture so there are much more opportunities in the Department of cloud.

Subtle and indefinite economic conditions and because of currency rate fluctuations the revenue of the company will be affected wrongly, because of huge manpower there will a huge competition internally within the organization.

# CONCLUSION

As we know that every organization will have its pros and cons but, the organization which strives to find cons in them and takes relevant measures to reduce that cons will achieve greater heights. Accenture is one of the world's top Consulting and technology firm. According to 2017 reports the company's Annual revenue is \$34.9 billion which is 6% higher to2016 (Accenture,2017). So, when considering this statistic, it is evident that the company is growing rapidly but the company has its own internal politics with which favoritism comes to picture. my advice based on the reference and as an ex-employee of the company, management should more concentrate on their recommendations by their employees for any promotions and because of this favoritism many employees will be depressed and cannot do their work up to the mark Accenture should also improve their Projection Allocation system and prefer more on the employee chose to work because if the employee stays with their family, he will be more satisfied. (Essays Uk,2013) Apart from all these, I found Accenture is the best place to work and place where you can find a bright future.

#### Reference

[DeCanio, S.J., Catherine, D and Keyven, A." The Importance of Organizational Structure for the Adoption of Innovations," Management Science. 46(10):1285-1299,2000.]

[Thommen, J.P and Grosser, S.N: Economy.compcny.Management Introduction to Business Administration,2<sup>nd</sup> ed. Zurich: Versus Verlag AG,2014]

[Richard L.D,.Martyn, K. and Natalia, V. (2010) MANAGEMENT.8<sup>th</sup> edn. Singapore: Thomas Rennie.]

[David, G., Stefano, G. and Rustin, R. (2011) 'Talent & Organization performance Different strokes how to manage a global workforce', *The Journal of high-performance business*,2,2, Available:at: https://www.accenture.com/ie-en/insight-outlook-manage-global-workforce]

[Vikalp Mehata(2013) *Accenture organisational design and structure of formalisation*[Slide share] Dec 8, 2013.Available at: <a href="https://www.slideshare.net/vikalpmehta/accenture-organisational-design-and-structure-of-formalisation">https://www.slideshare.net/vikalpmehta/accenture-organisational-design-and-structure-of-formalisation</a> [Accessed 4th December 2018]]

[Jacob, M(2015) *The 5 Types Of Organizational Structures: Part 2, 'Flatter' Organizations*. Available at: <a href="https://www.forbes.com/sites/jacobmorgan/2015/07/08/the-5-types-of-organizational-structures-part-2-flatter-organizations/#17eb53446dac">https://www.forbes.com/sites/jacobmorgan/2015/07/08/the-5-types-of-organizational-structures-part-2-flatter-organizations/#17eb53446dac</a> [Accessed 4th December 2018]]

[Accenture (2018) *our history of innovation*. Available at: <a href="https://www.accenture.com/ie-en/accenture-timeline">https://www.accenture.com/ie-en/accenture-timeline</a> [Accessed 4th December 2018]]

[Hansen, M. T., Chesbrough, H. W., Nohria, N., & Sull, D. N. 2000. Networked Incubators: Hothouse of the New Economy. Harvard Business Review, 78(5): 74–84]

[Rebecca, H., (2018) 'The Role of Middle Managers in the Implementation of a Corporate Incubator: A Case Study in the Automotive Sector', *Technology Innovation Management Review*, 8(7), pp. 31-39.]

[Accenture (2016) organization change with Accenture Strategy Available at: <a href="https://www.accenture.com/us-en/service-organization-change-overview-summary">https://www.accenture.com/us-en/service-organization-change-overview-summary</a> [Accessed 5th December 2018]]

[Bechky, B. A. (2006). Gaffers, gofers, and grips: Role-based coordination in temporary organizations. Organization Science,17(1), 3–21.]

[Cattani and Gino (2011) *Project-Based Organizing and Strategic Management*. 28. Bingley, U.K.: Emerald Group Publishing Limited.] [UKEssays. November 2013. Accenture Is A Global Management Consulting Commerce Essay. [online]. Available from: https://www.ukessays.com/essays/commerce/accenture-is-a-global-management-consulting-commerce-essay.php?vref=1 [Accessed 5 December 2018].]

[Bell, B., . Intrinsic Motivation and Extrinsic Motivation with examples of each type of motivation [Online] Available at: <a href="http://www.psychologyandsociety.com/motivation.html">http://www.psychologyandsociety.com/motivation.html</a> [Accessed 6 12 2018].]

[Bradfield. D., 2018 'Motivation' MSCDAD\_A: *Managing the organization*. National college of Ireland: Unpublished]

[flod, D., 2015. *Communication is ket to software engineering*. [Linkedin] 31<sup>st</sup> january. Available at: <a href="https://www.linkedin.com/pulse/communication-key-software-engineering-donnie-flood/">https://www.linkedin.com/pulse/communication-key-software-engineering-donnie-flood/</a> [Accessed 6 December 2018].]

[Varner, I. and Beamer, L. (2006) *Intercultural Communication in the Global Workplace*.5<sup>th</sup> edn. McGraw-Hill Companies.]

[Yeung, I. and Tung, R., (1996) "Achieving business success in Confucian society: The importance of guanxi", Organizational Dynamics, Volume 25, Number 2, pages 54-65]

[Paik and Yongsun. (2012) 'TRUST AND CONFLICT RESOLUTION IN CROSS-CULTURAL NEGOTIATIONS', *Journal of International Management Studies*,12, p100-104. 5p.]

[Accenture. (2018). Accenture Transformation GPS Transformation strategies powered by advanced analytics. Available At: <a href="https://www.accenture.com/us-en/service-transformation-gps-overview">https://www.accenture.com/us-en/service-transformation-gps-overview</a> [Accessed 6 December 2018].]

[Accenture. (2015). *Quality Assurance Plan*. Available At: <a href="https://www.accenture.com/t20150523T044241Z">https://www.accenture.com/t20150523T044241Z</a> w /us-en/ acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Industries 7/Accenture-Quality-Assurance-Plan-Seaport.pdf [Accessed 6 December 2018].]

[Accenture (2017). Leading in the new. Available at: https://www.accenture.com/t20171026T031523Z w /ie-en/ acnmedia/PDF-64/Accenture-Annual-Report-2017.pdf [Accessed 6 December 2018].]

#### Appendix-1

Interview with Mr. Sanjay khan, Manager in Accenture operations in India

Q1. What are managerial problems that you faced across past one year?

I have faced many of the problems regarding my manager role but some of the issue is very important to me.

Q2. Which are those problems you feel more important?

In the month of November 2017, we got a project from one of our major client regarding outsourcing their process.so we had to recruit many of the graduates and a little employed people for the role. We recruited nearly 400 people for this process and the process going on smoothly, then in the month of March 2018 lot of employees especially women employees where leaving the organization without any strong reason.

Q3. What did you do to solve that issue?

I taught that solving the issue may not be the complete solution for that problem, I taught that to find the actual problem in the process and then solve it.

Q4. How do you find the problem?

I interviewed a person who wants to leave the company and at first, she hesitated to share her problem but after my motivation she said the problem.

Q5. What's the problem she is facing?

The problem is that in the night shifts many of the employees are coming to office with the influence of alcohol, and it is creating much disturbance in the area around.

Q6. How did you solve the issue?

She hesitated to tell the names of the people, but I wanted to solve the issue as soon as possible. To solve the issue, I taught of many plans, but I found one plan is better, that if I asked anyone about the issue then no one will tell that because they may feel that why should I blame.

To solve the issue, I planned some of the people who are about to promote in each team to spy on the other teams in the night shifts and I asked them that if they come across any unfortunate thing just capture that in your mobile and then send that to me.

Surprisingly I found the issue which is not related to the above that one of the women employee and a men employee are playing some silly games and as part of that game she had to kiss him, so this had been captured by the other team people and forwarded to me.

As soon as I saw the image then I went to the work place and questioned the people involved the issue and then immediately removed that people from their jobs and these gave a message all the other employees that how Accenture works according to their rules.

So, after that I tried to solve the alcohol issue by deploying security people with the breath analysers for nearly one month and randomly on weekends, but none of them are found and the issue is solved.

Q7.who Accenture follows its hierarchy toward these kinds of issues?

Q8. In Accenture What are the rights of an employee?