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Introduction

The researcher chose Microsoft as an organization to explore the premodern, modern (symbolic), and postmodern perspectives on. The researcher will share findings on the Organization social structure, the dominate factor, organizational behavior, the physical structure, social structure, culture, and technology of the company.

Microsoft is a global technology company, which develops and manufactures, licenses, and sells a wide range of software, hardware, and cloud services. The researcher will share the findings of how the company was started by Bill Gates in 1975 and is the world's most well-known global technology company. The transition to Steve Ballmer from 2000 – 2014, during Symbolic/Modern times and the current Postmodern state of the Organization under the leadership of Satya Nadella who took the role as Microsoft's CEO in 2014.

Premodernism

PreModern Perspective is defined as hierarchal, efficient, control based on routine and profitability.

      Bill Gates founded Microsoft in 1975 with his partner Paul Allen.(symbolic) Gates stepped down from the company in 2020, however, he still owns 1% of its shares, Paul Allen left the company in 1982 due to his battle with Hodgkin's lymphoma. Satya Nadella took on the role as CEO in 2014 when the culture at Microsoft was very intense. Every year, Microsoft would eliminate the bottom 10% performers. Satya is a more postmodern leader, who deconstructed the hierarchy, focused on inclusion and flexibility as well as diverse perspectives.

Modern/Symbolic

Modern/Symbolic Perspective is defined as, sensemaking, context, meaning, enactment, and interpretation.

      Leadership is based on communication and rituals around the culture of leading by strong personalities, story tellers, to tell the organizations story, but also personal emotional intelligence to influence. The main priority being shaping behavior and performance, creating a positive and supportive culture that aligns with the company goals, building relationships with employees, stakeholders.

Postmodernism

Postmodern Perspective is defined as deconstruction, emancipation, voice, knowledge/power, and disclosure.

Microsoft has played a significant role in shaping the modern digital landscape for organizations around the world.

Bill Gates is a college dropout setting a trend that you don't need a degree to work at Microsoft, the largest Tech company in the world. Satya holds his leaders to a high level of accountability to be empathetic. Leadership is critical for a successful business operation because of its direct impact on organizational health, employee performance, and shareholder value. So many stories of leaders who succeeded or failed to achieve intended objectives because of a particular leadership style. Gates laid the footprint of the organization, Balmer's leadership of competition put Microsoft in a premodernity culture. The leadership practiced by Satya Nadella, Chief Executive Officer Microsoft, Inc. has made a positive impact on the culture of organization, postmodern leadership of empathy, ownership and understanding makes employee perform higher.

The dominant factor of Microsoft

The dominant factor of the culture of Microsoft is a more of a postmodernist approach. The evolution of leadership and the products and how Microsoft approaches their customers, giving employees and customers a voice, knowledge, and power. Encouraging a growth / learn it all mindset is critical in being successful in a high-performance organization. With the most recent shift in culture, being able to work in a high level of ambiguity is more important now than it has ever been for the organization.

Environmental Players

With more than 200,000 employees in over 100 countries, the average softie is a male living in the US. Bill Gates launched Microsoft in 1975 with his business partner Paul Allen. Steven Ballmer took over as CEO from 2000 - 2014. Satya Nadella was Microsoft's third CEO when he took the Helm on February 4, 2014. External Stakeholders.

Nadella is responsible for overall strategic direction and leadership of the company. Nadella has a Senior Leadership Team who are responsible for various functional areas of the company, and they play a critical role in setting company wide strategies and key decision making.

Satya Nadella's business acumen has shown that empathy, kindness, and humility are just as important as business acumen in the workplace. 'He realized that happiness comes from more than money and material possessions, and he developed emotional intelligence as a result. Life-altering events occurred for the family when his son Zain was diagnosed with cerebral palsy and paralysis. It dashed all his aspirations for the future and weakened his self-esteem as a result. He had a completely unique perspective when he saw how his wife handled the situation. Rather than allowing her grief to consume her, she focused on making sure her son was in good care. Her ability to empathize with her son's pain allowed Nadella to see things clearly (Ronal & Marc, 2021). Empathy was essential to him both as a father and as the CEO of Microsoft.'

Social structure

The social structure at Microsoft is complex, multifaceted, and has an will continue to evolve over time. The specific dynamics depend on teams, location, and leadership. Microsoft's organizational structure is based on a functional organizational structure.

"Satya Nadella took over as the CEO of Microsoft in 2014, and since then, he has brought about a significant change in the company's vision and strategy. Here are some of the keyways that Nadella has changed Microsoft:

Emphasis On Innovation

Nadella has encouraged a culture of innovation within Microsoft. He has emphasized the importance of experimentation and risk-taking and has encouraged his employees to think creatively about how they can use technology to solve some of the world's most pressing challenges.

Focus On Accessibility

Nadella has made accessibility a priority at Microsoft. He has led the development of products and services that are accessible to people with disabilities and has encouraged his employees to think about accessibility as an essential aspect of product design.

Commitment To Diversity and Inclusion

Nadella has been a vocal advocate for diversity and inclusion in the technology industry. He has launched several initiatives aimed at increasing the representation of women and minorities in Microsoft's workforce. This commitment has helped to create a more inclusive and welcoming workplace at Microsoft.

Strategic Acquisitions

Under Nadella's leadership, Microsoft has made several strategic acquisitions that have helped to position the company for long-term growth. Notably, Microsoft acquired LinkedIn in 2016, GitHub in 2018, and Nuance Communications in 2021.

Building Sustainable Business Models

Nadella has emphasized the importance of building sustainable business models that will lead to long-term growth and success. He has encouraged his employees to think about the long-term when making strategic decisions and has focused on developing products and services that will be relevant and valuable for years to come.

Satya Nadella has brought about a significant change in Microsoft since taking over as CEO in 2014. By shifting the company's focus from software to services, emphasizing innovation, focusing on accessibility, committing to diversity and inclusion, making strategic acquisitions, and building sustainable business models, Nadella has positioned Microsoft for continued growth and success in the years to come."

Technology

It has been a long journey since Microsoft's inception back in 1975. Since then, the company has evolved and developed many wonderful software and hardware products we use today. In 1980 the Altair 8800 was developed and sold as the first home computer.

During the Steve Baller leadership, the company expanded into other markets beyond the traditional software, including ventures like Xbox, Bing Search and MSN Portal, gaming and more.

"The Shift From Software To Services

Nadella recognized the growing importance of cloud computing and shifted Microsoft's focus from software to services. He has led the development of Microsoft's cloud computing platforms, including Microsoft Azure and Microsoft Dynamics 365. This shift has been a major driver of Microsoft's growth in recent years."

Microsoft's dominance of the tech space shows no signs of slowing down, Microsoft is confident that the company will continue to design and innovate new products and services for years to come.

The lates tech trends are AI and how AI will impact the people, and the planet.

AI has the potential to raise concerns about job displacement, and regulations. The potential risk of technology being deployed for society and the environment. The future of technology and responsible development of AI and the ethical considerations, and regulatory compliance ensure that the benefits are truly sustainable. AI is a rapidly growing field, with challenges to overcome bias and ethics, with a focus on being a more sustainable and efficient world for everyone on the planet.

Did you know that one of Microsoft's most popular software products, Microsoft Office, made its debut on the Mac? Or that the original smartwatch, the Timex Datalink, was designed in collaboration with Microsoft? Microsoft Designed One of the Original Smartwatches. While the popularity of the smartwatch is a recent phenomenon, it might be surprising to some that Microsoft was involved in designing the original smartwatch. In collaboration with watch

manufacturer Timex, the Timex Datalink was released in 1994, and was inspired as an alternative to PDAs which were popular at the time.

The watch featured an LCD screen and had high-tech capabilities including the ability to download information from a computer wirelessly, and store phone numbers in the watch's memory. The watch was also certified by NASA for space missions and was even used in space with various models of watch worn by working astronauts.

While the design was groundbreaking for its time, the watch never took off commercially and didn't last past the new millennium.

Microsoft helped save Apple from bankruptcy. When Apple was on the brink of bankruptcy in 1997, Microsoft made a $150 million investment in the company. While this saved Apple from crumbling, fans weren't so enthusiastic about the move and responded with boos when Steve Jobs announced the investment during the Macworld Boston conference in 1997 on his first appearance as the CEO of Apple.

The investment was mutually beneficial as Apple pulled a lawsuit it had against Microsoft accusing it of copying its operating system. Apple also made Microsoft's Internet Explorer the default browser on Macs.

Microsoft's biggest benefit in the investment was to escape the legal troubles with the Department of Justice who at the time were going to pursue an antitrust lawsuit against Microsoft accusing it of being an illegal monopoly in the PC market. Helping a competitor in the PC space saved Microsoft from splitting it into two entities.

AI has changed the game when it came to accessibility. Technology was developed by using our eyes, Satya created an inclusive tool where everyone would have the same access to information, tools, technology and gaming. "Trust, not just in the technology, the ethics around AI, privacy, security — all that also matters —[but] trust in [the] business model," Nadella told CNBC in an interview published Monday.

Culture of the Organization

Microsoft's culture is shaped by its core values, which include customer obsession, diversity and inclusion, growth mindset, and integrity. Microsoft has a long history of innovation, and a focus on cutting edge technology and products. The culture has been described as a "startup" culture. Under the Steve Ballmer leadership, Ballmer initiated several major reorganization efforts to improve agility. He implemented 'One Microsoft' strategy to promote collaboration and integration across different business units. During Steve Ballmer's tenure, the company faced various challenges, underwent reorganizational efforts, and sought to expand into new markets focused on traditional products.

Microsoft has a strong emphasis on inclusivity and diversity, both in the workforce and in the products. Microsoft is deliberate in hiring practices, workplace culture, product design with a focus on the value of diverse perspectives and experiences. Today certain businesses under Microsoft structure sill operate like start ups.

Physical Structure

Microsoft does not have one single physical structure. Microsoft has many offices, data centers, and research facilities all over the world. Because Microsoft offers employee flexibility, most people have home offices and live all around the world.

Some of the physical structures include a corporate campus located in Redmond, Washington. The campus spans over 500 acres and includes multiple buildings, this campus houses a significant portion of the workforce. Microsoft campus is home to over 56,000 employees.

Microsoft has regional offices, in different countries and cities. There are also global Data Centers, located around various regions around the world. There are Research and Development facilities located around the world, which include labs and testing environments.

The last physical structure are the manufacturing plants located around the world in countries like Asia, Europe, and North America, which produce products like PC's gaming consoles and accessories.

Conclusion

Microsoft, a tech giant, from a modern perspective has been a force in the field of technology. Microsoft has transformed the way that people use computers and software. Microsoft has an emphasis on efficiency, productivity, and progress aligns with a modernist view tech advancement to drive economic growth and improve society. From a symbolic perspective, Microsoft is more than a tech company, which represents the companies' values, beliefs, and culture. Iconic products and logos identify the brand with cutting edge technology. Postmodern perspective includes the intentional focus on Diversity and Inclusion, and the ever-changing products. Microsoft's success comes because of the ability to adapt to changing market conditions and to embrace innovation and experimentation. Microsoft's perspectives have evolved over time, with a focus on innovation and market dominance. Microsoft continues to shape the tech landscape and the way technology can influence the postmodern world.

Definitions

Startup

A company in the first stages of operations.

What Is Artificial Intelligence (AI)?

Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving.

The ideal characteristic of artificial intelligence is its ability to rationalize and take actions that have the best chance of achieving a specific goal. A subset of artificial intelligence is machine learning (ML), which refers to the concept that computer programs can automatically learn from and adapt to new data without being assisted by humans. Deep learning techniques enable this automatic learning through the absorption of huge amounts of unstructured data such as text, images, or video.

References

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