

รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ
Business Network Buildings

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Learning Objectives

- LO11-1** Explain why groups and teams are key contributors to organizational effectiveness.
- LO11-2** Identify the different types of groups and teams that help managers and organizations achieve their goals.
- LO11-3** Explain how different elements of group dynamics influence the functioning and effectiveness of groups and teams.

Learning Objectives

- LO11-4** Explain why it is important for groups and teams to have a balance of conformity and deviance and a moderate level of cohesiveness.
- LO11-5** Describe how managers can motivate group members to achieve organizational goals and reduce social loafing in groups and teams.

Groups, Teams and Organizational Effectiveness

★ Group

↳ Two or more people who interact with each other to accomplish certain goals or meet certain needs

★ Team

↳ A group whose members work intensely with each other to achieve a specific, common goal or objective

Groups, Teams and Organizational Effectiveness

Groups and teams can help an organization gain a competitive advantage because they can:

1. enhance its **performance**
2. increase its **responsiveness** to customers
3. increase **innovation**
4. increase employees' **motivation** and **satisfaction**

Groups and Teams as Performance Enhancers

★ Synergy

↳ performance gains that result when individuals and departments coordinate their actions



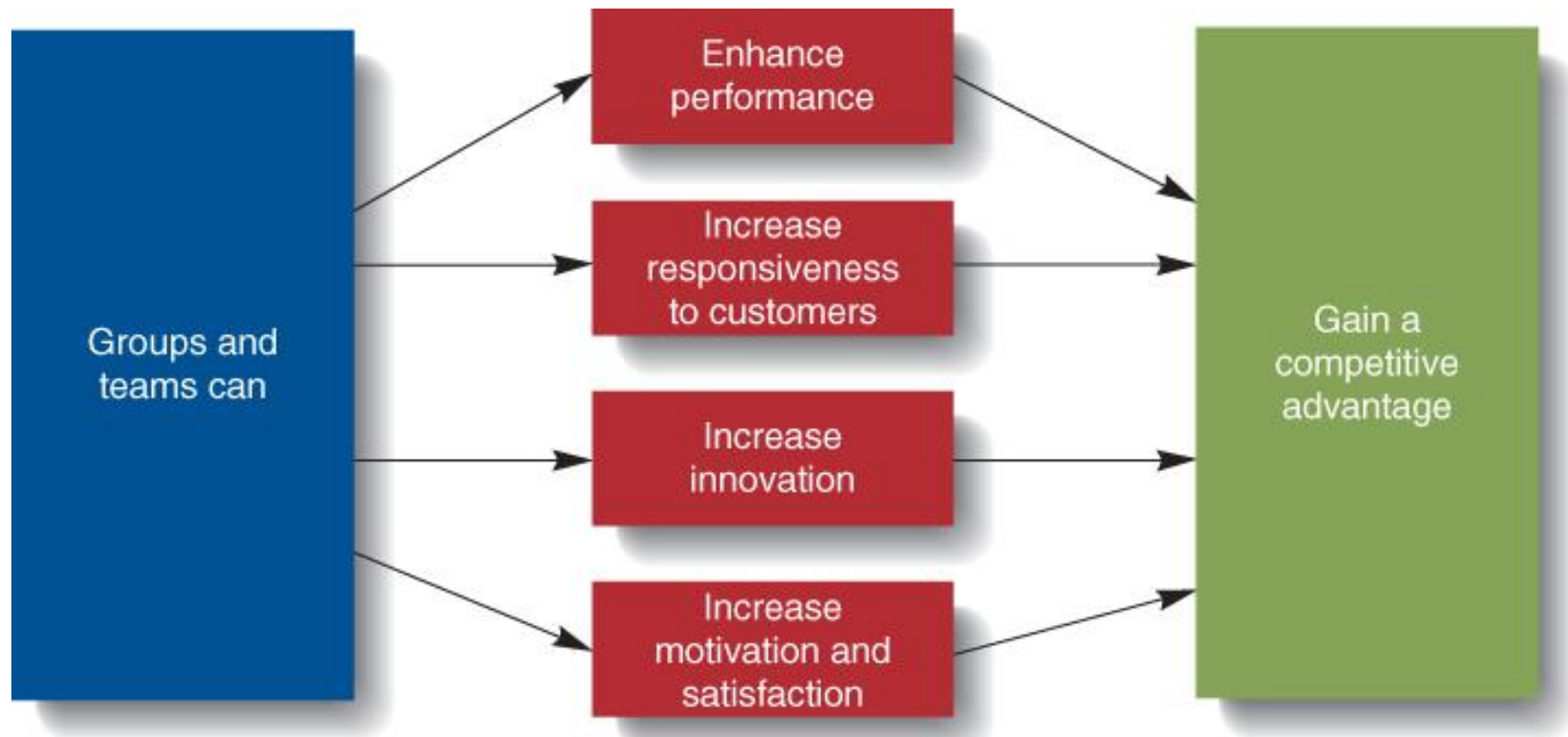
Groups and Teams as Performance Enhancers

Factors that contribute to **synergy**

1. Ability to bounce ideas off one another
2. **Correct** each other's errors
3. Bring **diverse knowledge** base to bear on problems
4. Accomplish projects beyond the **scope** of individuals

Groups' and Teams' Contributions to Organizational Effectiveness

Figure 11.1



Teams and Innovation

★ Innovation

↳ the creative development of new products, new technologies, new services, or even new organizational structures

★ To speed innovation, managers need to form teams in which each member brings some **unique resource** to the team

Groups and Teams as Motivators

- ★ Team members are more motivated and **satisfied** than if they were working alone.
- ★ Team members can see the effect of their **contribution** to achieving team and organizational goals.
- ★ Teams provide needed social interaction and help employees **cope** with work-related stressors.

Types of Groups and Teams

Figure 11.2



Types of Groups and Teams

★ Formal Group

↳ A group that managers establish to achieve organization goals.



Question?

What type of group do employees form to help achieve their own goals ?

- A. Formal group
- B. Informal group
- C. Command group
- D. Task group

Types of Groups and Teams

★ Informal Group

↳ A group that managers or nonmanagerial employees form to help achieve their own goals or to meet their own needs.

Types of Groups and Teams

★ **Top-management team**

↳ A group composed of the CEO, the president, and the heads of the most important departments

★ **Research and Development team**

↳ A team whose members have the expertise and experience needed to develop new products

Types of Groups and Teams

★ **Command Groups**

- ↳ A group composed of subordinates who report to the same supervisor, also called a department or unit

Types of Groups and Teams

★ Task Force

- ↳ A committee of managers or non-managerial employees from various departments or divisions who meet to solve a specific, mutual problem
- ↳ also called an “ad hoc” committee

Types of Groups and Teams

★ **Self-Managed Work Team**

↳ A group of employees who supervise their own activities and monitor the quality of the goods and services they provide

Types of Groups and Teams

★ **Virtual Team**

↳ A team whose members rarely or never meet face-to-face but, rather, interact by using various forms of information technology such as e-mail, computer networks, telephone, fax, and videoconferences.

Types of Groups and Teams

★ Friendship Groups

- ↳ An informal group composed of employees who enjoy one another's company and socialize with one another



Types of Groups and Teams

★ Interest Groups

↳ An informal group of employees seeking to achieve a common goal related to their membership in an organization