UBER

[Name of the Writer]

[Name of the Institution]

**UBER**

Uber technologies Incorporation is a US-based transportation network organization (company) that offer transportation services such as peer to peer ridesharing, hailing, ride services, food delivery as well as bicycle-sharing systems. The company has presence and operations in more than 785 regions around the world.

1. **Current Context of Organization and Management Issues at UBER**

**Management of Uber (Planning)**

After researching and analyzing the management of Uber Company, it has been found that the company has ineffective management inside. The company is badly facing several management issues. The management of the company faces a hard time with recruiting and acquiring and retaining the required talent pool. In recruitment, Uber faces the problem of a higher rate of employees’ turnover. The chief brand officer of Uber (Bozoma Saint John) has been hired by the company after a long struggle for acquiring the perfect fit for the position but as after a year, the chief brand officer left the company and packed up a new job at an entertainment company while the company had no planning about how to move with the next step and what step needs to be taken in the situation (Bratton, & Gold, 2017). Hence, it can be stated that the company needs to work a lot on the management and to improve internal management and planning processes which are the ultimate responsibility of Uber’ management.

**Lack of Transparency** (**Weak Leading/Leadership)**

Internally, Uber lacks effective leading which leads to poor transparency. The company has issues of poor coordination between management and employees. The top-level management of Uber (leaders) does not work to engage their employees and motivate them towards the achievement of common organizational goals and objectives. Hence, this organizational issue in the companies results in a lack of transparency since recent times (Samson, Donnet, & Daft, 2018).

**Discrimination (Poor Organizing**)

Organizing process and practices of Uber are much better than the others. The company has better performance and management in terms of how they organize their operations and employees or overall company. But, gaps exist everywhere because the company has been found a bit inefficient in ensuring equality. The management sometimes positions people based on race, sex, and age which leads to the creation of a culture of discrimination (Noe, et.al, 2017).

1. **Absence of Clear Direction (Organizing)**

After the in-depth analysis of the management of Uber, the most critical and major that has been identified is the Absence of Clear Direction. This is considered as the biggest management problem that exists at the company. This management problem “absence of clear direction” is associated with Leading in the company.

At Uber, the leadership and leaders of the company rarely discuss a deliberate direction and strategy for the coming future. They sometimes even ignore this crucial and important thing while ignoring this concern can destroy the company. Furthermore, the top management and leadership of Uber mostly seen failed to communicate the future direction of the company or message about future strategies to every member/employee of the company.

Contrarily to the above statement, the above-discussed leadership problem exists at Uber in the current time while leaders can have a lot to learn about organizational leadership and how to lead organization form the former CEO of Uber. This means that the leadership in the recent past at Uber had a strong organizational pipeline where everything was at one table (Bratton, & Gold, 2017). But, Uber faces the hugest issue currently is due to the bare and poor senior leadership which leads to the failure of management to bring everyone on one stage and align them with the company’s strategies and future direction.

1. **Articles**

Article 1: Management Organizing Function and Activities

Organizing is the process of bringing every activity into action that fetches all employees of the organization to one table and enables their access and understanding of the organizational direction and planned future steps. Based on the (Stretton, 2015), the detailed process of effective organizing includes developing organizational culture, managing designation and task allocation, and developing communication and relationships between top management (leadership) and low-level employees so that the organization could get enabled towards the achievement of its goals and designed business objectives.

Article 2: Temporary Organizing: Promises, Processes, Problems

According to the author, temporary organizing is a comprehensive process, perspective and form that captures the practices and activities related with the cooperatives of interdependent and mutually supported corporate actors and individuals who pursue job goals within the specified time frame. The temporary organizing is important for every organization because it helps to ensure the management of short term objective and to develop long term plans accordingly (Bakker, et.al, 2016). Despite, temporary organizing encompass challenges and opportunities such as theorizing timing and relating temporary to permanents while overcoming possible issues.

Article 3: Organizing and Organizations: An Introduction.

Every person knows, what organization is; an organized team or group of individuals with having a specific purpose and goal at hands such as business or a department. While organizing is the process and activities of doing things in an organization that leads the organization towards success. (Holt, 2015) states that organization enters our lives in several ways as we work for them, use their products and services, see their physical presence and earn through working there. As well as we see organizations from a broader perspective than the individuals no matter what the size of the organization. In short, organization are the physical bodies while organizing is a management function that ensures an organization’s success by developing internal relationships.

Article 4: Organizing for Management Excellence.

Based on the findings listed in the above article, organizing is the process of making changes in the organizations. For this purpose, we are required to consider three main things which are people, process and attachment. Organizing at the overall organizational level and organizing for the Enterprise Performance Management (EPM) do not differ (Buytendijk, 2018). Beyond that, efficiency and general effectiveness of organizing are measured based on how the company outlines the strategy and direction that drives the mentioned things together for organizational growth and success.

1. **Memo**

Company name

TO: Dara Khosrowshahi, Chief Executive Officer (CEO)

FROM: Your’ Name

DATE: September 20, 2019

SUBJECT: Management Problem Statement\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Uber Technologies Incorporation has been found facing the problem of poor organizing. In the organizing the company specifically faces the issue of absence of clear direction, where the company and company’s management fails to develop effective future direction and then to communicate it with every concerned employee of the company. Hence there is a huge need of actions to be taken for enhancing organizing in the company and to set the clear future direction of the company so that the company’s growth and success can be ensured.

In the current competitive business world, it is highly important for company needs to put every possible effort in the way to stay growing, succeed, and competitive in the market and industry (Noe, et.al, 2017). For the purpose, they have to set a clear direction for the future and develop strategies and tactics to accomplish what they have planned. Hence, the same is required for Uber. But, as analyzed, Uber Technologies Inc has one of the critical management problems which is lack of Clear Direction and failure to communicate of future strategies with the company’s employees while it is crucial to not have these issues/gaps. So, the memorandum has been established for the purpose to communicate the concern with you and to let you know that what can be done in the case. For covering the issue, we have chosen some of the 4 related articles which could be found helpful in how to manage the situation and solve the problem at hand.

Finally, it has been concluded that the company and management need to take some steps so that the issue can be managed and eliminated in a well-organized and effective way. The steps are; 1) plan future strategies and business developments, 2) evaluate business operation consistently and proceed with strategies accordingly, 3) communicate mission, vision, goals and business objective with everyone important, and 4) train and develop employees to have better business performance.

**References**

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