Belden Case Study

Student’s Name

Institution

Date

**Introduction**

Belden is one of the leading telecommunication and ICT providers. It provides signal and security solution to enterprise across the globe and therefore, it deals with diverse culture. It has existed for over 100 years and therefore, it has a huge market share and financial base. Since it operates in several countries, Belden’s organizational culture is therefore, essential for its marketability and profitability. However, Belden faces two major problems, which hiders its market growth and these challenges are classified as organizational level problem and group level problems.

**Organizational problem**

Belden does not have research and development (R&D) center, and therefore, it does not have innovative products. The company provides ICT services, and the ICT system is very diverse and grows daily and the lack of R&D and the organizational level makes it incapable of delivering needed technologies to customers. As stated by Belden (2018) R&D ensures that an organization produce products and services, which are relevant and based on the needs of customers. Without efficiently investment in R&D the organization could not delivery its core mandate and therefore, cannot efficiently compete in the market and therefore, Belden lack R&D and therefore, it affects its market performance. There is also a conflict between the company business practice and its clients. It is because some of its clients offer similar services as Belden to their clients and therefore, stiff competition between Belden and its clients cause a lot of conflict of interest and this should be addressed so that it build customer loyalty, which is essential for its market growth.

**Group or workforce problem**

The analysis of the company established that it does no efficient talent among its workforce for certain tasks. Belden is a technology oriented company and therefore, it provides services worldwide in a diverse market and culture (Root, 2018). This requires talent for it to deliver due to emerging technological trends and therefore, without talented workforce, it is difficult for Belden to service its customers. Since the company work in a diverse culture, sometimes it is difficult for employees to communicate coherently with customers due to cultural differences. This is very frustrating and it affects its performance and therefore, it must be addressed as a matter of urgent.

**Solution**

In most cases, challenges work as a downfall for many companies. According to Root (2018), the way these challenges are addressed is a major factor for the success of a company. Therefore, Belden challenges are related to R&D and group work talents (Alvesson, M, & Sveningsson, 2019). The best solution would therefore, to partner with learning institution to develop talent and improve skills of employees. This would allow employees to provide efficient services to customers. It would be important for Belden to establish research and development center where new innovative products, which match the customers’ need would be produce. The products or services offered should be based on the market demand and therefore, through R&D the company would be able to design products or services, which could meet the demand of clients (Driskill & G.W., 2018). It is important to have in house training where organizational culture is trained to nurture employees. It will nurture employees to interact with clients and therefore, it would be helpful in building customer loyalty in the market.

Conclusion

Belden challenges are related to workforce, cultural differences and lack of R&D and therefore, this is a problem to the performance of the organization. These problems can be addressed through partnership with learning institution, having in house training and establishing R&D within the organization to help in improving its technological services to customers.

# References

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