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Case analysis

The core values for creating the desired culture in JB Hunt include; reliability, loyalty, commitment, open-mindedness, teamwork, innovation, connectivity, quality, efficiency, and corporate social responsibility.

Reliability is focused on the attributes of trust, authenticity, and dependability. JB Hunt emphasizes on building a trustworthy relationship with the clients by selling the authentic products. The customers will not have to defend the originality of the product. The ideal designed culture stresses on creating loyalty among employees. This will encourage employees to work efficiently. Building strong employer-employee relationships will promote feelings of appreciation and respect. This will encourage them to work for the attainment of professional and organizational goals. The company will provide better incentives to the employees and help them to acquire their goals. Giving respect and treating them as part of an organization eliminate negative feelings. Adopting rewarding strategies such as giving a bonus to the better performers is a practical method of encouraging employees. Employee motivation and satisfaction is linked to their loyalty to the company. Employer and manager have an effective role in making employees feel part of the organization. The design focus on hiring the most competent and best people that could fit the JB Hunt and exhibit a high level of commitment. Providing a clear description of the company's goals and job responsibilities sis also an appropriate step for raising commitment. Provision of better career opportunities and chances of growth encourage employees to work with dedication. Adopting a clear communication method is a practice tool for removing misunderstandings between employees and supervisors. This will also give them the opportunity to express their issues and concerns.

Workplace teamwork has a direct impact on organizational productivity and efficiency. The designed culture will stress on promoting collaboration among employees by adopting certain strategies such as cheer up team members. This will help employees in the time of stress. Implementation of the buddy system will improve the adaptability of new entrants. The old employees will help new hires to adjust to the workplace. This will also involve pairing employees by explaining their roles and telling them to work together. Protocols will be set for resolving conflicts among employees. The employer will be assigned the role of helping employees in dealing with their issues. Building trust among employees is also part of the designed culture because it promotes a positive work environment.

JB Hunt will focus on innovation by creating a friendly environment that promotes open-mindedness among employees. The company focus on discovering new markets and invest in technological innovations. Enhancement of technology such as JB Hunt 360 will provide complete details of the costs, pricing, schedule lanes, and published rates. Online booking system and tracking are two important features based on the concept of innovation (Prince, 2016). Some of the projects that use enhanced technology include CarrierWatch for tracking, Landstar system, and Swift Transportation. The company will accept new ideas from the team members (Alias, Zawawi, Yusof, & Aris, 2014).

JB Hunt through new design will be able to increase the efficiency and quality of the product. Adoption of technology and innovation are practical methods for enhancing quality. Improving operations of trucking trucking rely on zone dispatching. Adoption of point-to-point dispatching methods will also enhance quality (TAYLOR & MEINERT, 2000). The corporate social responsibility of the company aims at caring for its customers and the employees. JB Hunt will provide better salaries and work incentives to the employees. The modern and well-maintained fleet for tucks will cater to the needs of the customers effectively. It will take part in activities that promote environmental sustainability and social welfare (Tong, 2012).

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