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An Analytical Study of Virtual Organization

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Abstract: *A virtual organization is a network of corporations made possible by Information and communications Technology, fulfills the demand of the market. A virtual organization is a one step ahead of the traditional organization. The Information and communication Technology coordinates the activities, gather the workers skills and available resources in order to achieve the target of the firm. In Virtual organization, the firms collect the talent from all over the world. The virtual organization allows employees the flexibility, it also allows the flexibility to the employers, and thus virtual teams offer better working conditions in an organization and thus the virtual organization attract the employees and thus the production of an organization is increases.*

Keywords: *Semi stable relations, paraverbal, Voice mail alert, Star- alliance Model, Value- alliance Model.*

I. INTRODUCTION

In virtual Organization virtual teams works via electronic communication system in which virtual team works smartly with the employees through modern equipment's like, VAN, email, videoconferencing, Google meet, zoom meet. In virtual organization the virtual teams work very important, they maintain personalized true relationship in the organization and establish face to face interaction. In and modern era and to face the competition of the world every organization adopts the culture of the virtual organization. Thus, in Virtual organization the employees works with modern equipment's and thus the nature of work is easy and the environment of the organization is good as compare to the traditional organization.

Every organization adopts the virtual organization in which there is

- Sharing of Information
- Power flexibility
- Dynamic network
- Informal communication
- Balance of power
- Goal orientation
- Geographically dispersed
- Flat organization
- Dependent on opportunism

- Multidisciplinary teams
- Shared risk by the partners
- Based on trust
- Life span of cooperation
- Shared ownership
- Semi stable relations
- Dependent on innovation
- Meta organization
- Shared leadership
- Customer based and mass customization
- Shared loyalty
- Organizational boundaries are vague and fluid

II. FEATURES OF VIRTUAL ORGANIZATION

The features of virtual organization were:

- ❖ E-Mail Integration: Through E-mail integration the organization helps the employees. Through Express way the employees work smoothly in the organization.
- ❖ Computer Telephony Integration: Computer Telephony Integration used in all Centre applications and thus it helps the working environment of the organization.
- ❖ Mobile data: Through mobile data the employees retrieve information easily anywhere and it is easy for employees to share data anywhere in an organization.
- ❖ Office Systems Organization: In Virtual organization instead of messages written in message book messages sent via SMS technology.
- ❖ Technology: In virtual organization, the virtual teams transfer the traditional working into advanced methods of working environment through computers and telephony.
- ❖ Voice mail alert: Voice mail alerts the organization into smarter one organization.

III. CONCEPTS OF VIRTUAL ORGANIZATION

Virtual organizations divided into four concepts; internal virtual organizations, stable virtual organizations, dynamic virtual organizations and web-company.

- ❖ Internal virtual organization: This kind of virtual organization could be described as one organization that aims at operating with internal teams.
- ❖ Stable virtual organizations: This kind of virtual organization is the co-operation between different organizations, and it aims at contracting non-core competencies.
- ❖ Dynamic virtual organizations: The dynamic virtual organization co-operates with other organizations.
- ❖ Web-company: The web-company, based on the use of Internet, the Internet is enabling the organization to offer their products and services on a global scale.

- ❖ Virtual teams: The virtual teams normally come from specific functional, process or strategic business units within a larger organization
- ❖ Virtual projects: The concept of virtual projects is based on organizations that form alliances or consortiums to bring complementary organizations together to meet market opportunities.
- ❖ Temporary virtual organizations: The concept of temporary virtual organizations is an extension of the virtual project design, established to take on multiple projects.
- ❖ Permanent virtual organization: The concept of permanent virtual organizations is that the virtual organization, from its inception, is designed to bring together market players.

IV. MODELS OF VIRTUAL ORGANIZATION

Models of virtual organization as below:

- ❖ Value-alliance model: In this model of virtual organization, the virtual teams provide value or supply chain, the value alliance model gathers a range of products, services and facilities into one package.
- ❖ Market-alliance model: In this model of virtual organization, the virtual teams provide a range of products and services and facilities into one package.
- ❖ The virtual face: The virtual face is a cyberspace incarnation of a non-virtual organization. In this model of virtual organization, the virtual teams provide customer the same services and transactions via internet.
- ❖ Co-alliance model: In this model of virtual organization, the virtual teams provide Shared partnerships, in where each partner brings approximately equal amounts of commitment to the virtual organizations are denoted as the co-alliance model.
- ❖ Star-alliance model: In this model of virtual organization, the virtual teams provide Coordinated networks of interconnected members, where each member reflects a core surrounded by satellite organizations. The core is normally a leading actor (star) in the market, and supplies the members of the alliance with competency or expertise.
- ❖ Virtual broker: In this model of virtual organization, the virtual brokers seek strategic opportunities either as third-party value-added suppliers of specific business information services. This is the most flexible virtual organizations, which fill a window of opportunity.

V. CHALLENGES FOR VIRTUAL TEAM

- ❖ Taking right decision is difficult.
- ❖ Handle conflict situation.
- ❖ Coordination with virtual team members.
- ❖ Employees not involve.
- ❖ Selection of appropriate technology.

VI. CONCLUSION

In virtual organization the virtual teams face many challenges and when they work, they face problems but at the same time they solve the problem. It is important that all the team members are agree to work on the same technology so that there will be no misunderstanding the work of the organization will be run smoothly. The team work use email, internet and telephone to contact and establish the relationship of the consumers with the organization at the same time they maintain the

relationship of the employees with the consumers and with the employer. Overall Virtual Organization is the need of today's world and every firm adopt the virtual organization.

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