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Organizational Dynamics of the Leading Smartphone Retailer in the Province of Bohol, Philippines I.U.

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ABSTRACT

A smartphone is a portable computer that combines a mobile phone and a computer into one device. Smartphones have more powerful hardware and robust mobile operating systems. They enable web browsing over mobile broadband, and multimedia functionality (including music, video, cameras, and gaming) in addition to basic phone features. Researcher Patrice Buzzanell claims resilience theory has five components that businesses can cultivate. These include creating normalcy, affirming identity anchors, utilizing communication networks, and putting alternative logic into practice. Business continuity planning, which tries to make organizations more resilient to failure, was developed with the help of resilience theory. Resilience theory places a strong emphasis on the fact that conflict arises naturally in larger groups of individuals. Management had similar views between the late 1940s and the middle of the 1970s. Excellent teamwork requires effective communication. Private Smartphone Retailer Wireless is a Boholano brand that debuted in 1994 and has since grown to include more than forty stores as well as an online store. The company's name essentially sums up its mission: to serve Savers, end consumers seeking high-quality devices at the greatest prices. Crisis management is the process by which an organization deals with a disruptive and unexpected event. One of our best conflict resolution moves is to sort out and handle the situation quickly and informally. The effective and efficient administration of people inside a company or organization is known as human resource management. It is created to maximize worker performance in support of an employer's strategic goals. The process starts with the hiring and selection process, followed by regularization and retention of the job. Branches serve as both after-sales centers and pick-up locations for online orders. They have changed the user experience to get to a point where customers can interact with brands both physically and virtually.

INTRODUCTION

A smartphone is a type of portable computer that combines a mobile phone and a computer into one device. Their more powerful hardware and robust mobile operating systems set them apart from feature phones and enable wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), in addition to basic phone features like voice calls and text messaging. Smartphones commonly have several metal-oxide-semiconductor (MOS) integrated circuit (IC) chips, and several sensors, including a magnetometer, proximity sensor, barometer, gyroscope, accelerometer, and more, that can be used by pre-installed and third-party software. They also typically support wireless communications protocols (such as Bluetooth, Wi-Fi, or satellite navigation).

The functionality of standalone personal digital assistants (PDA) devices and support for cellular telephony were attempted to be bridged by early smartphones, but they were constrained by their bulky design, short battery life, slow analog cellular networks, and the immaturity of wireless data services. The exponential scaling and miniaturization of MOS transistors to sub-micron levels (Moore's law), the advancement of the lithium-ion battery, the development of faster digital mobile data networks (Edholm's law), and the emergence of more developed

software platforms that permitted the emergence of mobile device ecosystems independent of data providers, all served to resolve these problems in the end.

These days, gadgets play a crucial role in our lives. Our tool to connect to the rest of the world is mobile technology. Finding the best seller for your needs can be a huge task. When you are well-informed, making purchases is simple and the shopping experience is wonderful. Making calls was once the only purpose of phones, but your mobile device is capable of much more. Several new touchscreen smartphones enable access to the use of the internet, social media, and live news updates playing video, music, and other media. Close nearly use touchscreens as the primary means of input, although can be difficult for those unfamiliar with the technology.

Business communication is essential, particularly in the retail industry. The benefits of effective internal and external communication extend to both customers and staff. Because it increases consumer happiness, effective internal communication is crucial. Customers who are happy with their purchases are more inclined to do so in the future. Effective communication has a big impact on customers. Work with your team to set appropriate procedures for managing consumer encounters. Consistent customer pleasure boosts brand trust which encourages repeat business and new client recommendations.

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Change is the only permanent thing in this challenging world. Everyone has the ability and capacity to be wise enough in facing reality. There are many processes that people think about for survival and to sustain their daily needs. That's why the business world rises rapidly, especially in this society where new technology is a part of people's life. Business constantly evolves and adapts to meet a variety of challenges from technological change, there are many competitors nowadays, the shift of laws, many regulations exist, and underlying trends of the economy. Failures may lead to stagnation but the worse ones are failure or bankruptcy.

Management as we all commonly and usually learn is the process of dealing with, handling, and controlling things or people. In any organization, this must be visible to all managers. Tagbilaran City was adjudged as the "Most Business Friendly "LGU" in the country (City Level 3) received last October 2022. Private Smartphone Retailer businesses are found all over the province of Bohol. This establishment is the leading Smartphone Retailer in the province. With the effective, efficient, and evident management that the owners practiced and valued it took its rank of success in the field of understanding.

Theoretical Background

Human Relations Theory. This idea places a strong emphasis on the fact that conflict arises naturally in larger groups of individuals. Conflict cannot be avoided, especially in today's interconnected environments where firms prioritize collaboration and integration across teams, departments, and other verticals. Management had similar views between the late 1940s and the middle of the 1970s. Even some managers accept that conflicts will arise, and rather than blaming the person who started the conflict, they attempt to understand the basis of the issue to effectively address it.

Resilience Theory. According to this hypothesis, which has its origins in child psychology, having one or more protective characteristics can help people deal with hardship more humanely. Business continuity planning, which tries to make organizations more resilient to failure, was developed with the help of resilience theory. Researcher Patrice Buzzanell claims that the five components of resilience theory creating normalcy, affirming identity anchors, utilizing communication networks, putting alternative logic into practice, and emphasizing good feelings while downplaying bad ones are things that businesses can cultivate to improve their capacity to recover.

Organizational Communications Theory. This explores how information is shared within an organization. There are established norms that define and guide the appropriate behavior of participants in a relationship. These norms are regarded as standards of conduct.

Relational Contracting Theory. These are standards for information-sharing conduct. If rules for information sharing define and guide appropriate communication behavior, it would seem logical to assess their impact on communication flows.

Legal Bases

Memorandum Circular No. 08-08-2004A: Additional Rules And Regulations On The Purchase, Sale, Lease And/or Retail Of Mobile Phones Under the provisions of the Radio Control Law, Act No. 3846, as amended, Executive Order No. 546, and Republic Act 7925, MC 08-08-2004 is hereby amended, the full text shall now be promulgated as MC 08-08-2004A: The primary purpose of this Circular is to enable the NTC to monitor and effectively regulate the purchase, sale, lease and/or retail of mobile phone units, parts and accessories thereof, in the interest of the public. Additional Rules and Regulations on the Purchase, Sale, Lease, and/or Retail of Mobile phones (ntc.gov.ph)

The Labor Code of the Philippines stands as the law governing employment practices and labor relations in the Philippines. It was enacted on Labor Day of 1974 by President Ferdinand Marcos, in the exercise of his then-extant legislative powers. It prescribes the rules for hiring and termination of private employees; the conditions of work including maximum work hours and overtime; employee benefits such as holiday pay, thirteenth month pay, and retirement pay; and the guidelines in the organization and membership in labor unions as well as in collective bargaining. (Labor Code of the Philippines | Bureau of Labor Relations (dole.gov.ph).

LITERATURE REVIEW

According to Cumming and Worley (2009), the diversity of practice advice for leading and managing change can be organized into five major activities:1) motivating change;2) creating vision;3) developing political support;4) managing the transition;5) sustaining momentum.

The sustainability of change can be defined broadly as the process through which new working methods, performance goals, and improvement trajectories are maintained for a period appropriate to a given context. (Lewin.K.1951.Field Theory in Social Science: Selected Theoretical Papers by Kurt Lewin, UK edition published 1952, ed. D.Cartwright, London: Tavistock).

In an uncertain environment, working practices that fail to adapt are targets for change, and stability has been regarded not as a symptom of inertia, but a problem to be solved.

The importance of social issues and the natural environment to societies and firms have dramatically evolved in the preceding 50 years. Corporate managers are becoming aware of the need to broaden their goals, beyond traditional financial expectations. Since the term sustainability entered the business world, an ever-increasing number of firms realize the importance of sustainability and emphasize the social and environmental goals of their organizations (Bansal 2005; Hoffman 1999; GRI 2011).

Change management is an organized process for change initiative and striking a balance between environment and business practices (Dunne,2013). There is a change of management so that it becomes more effective and the

set of goals will be achievable.

According to Robbins, Stephen, management has the task to coordinate the organization toward accomplishing organizational goals. A manager should coordinate and oversee the work of other people to accomplish organizational goals.

One of the most crucial elements in having a productive workplace is effective communication (Laundry Morren, Dec. 2018). Effective communication at all levels of an organization, from the top to the bottom, fosters a work climate that encourages efficiency and production. It improves employee morale and togetherness when employees can communicate more effectively with one another. Establishing trust between employees and senior management is very important. (Milton Herman May 2020). Without multi-level communication, productivity slows down, problems go unaddressed and the work environment is less collaborative. A good way to start building trust is by establishing a strong channel of communication between retail stores and head offices to encourage upward feedback. Employees at any level will benefit from frequent communication throughout the day. According to Dallingier, Judith M. (April 1983), networks of relationships between individuals and groups from organization-wide patterns that provide the structure and the means of sustaining an organization. The nature of communication networks describes a model which includes three categories of potential interest: (1) the communication networks themselves, (2) inputs relevant to communication networks, and (3) the relationships between output and communication networks.

According to Robert and Lajtha (2002), crisis management should not be seen as a rigorous set of guidelines based on manuals kept indefinitely ready. However, they suggest that we consider managing crises as a continual process, a procedure that is open to revision and redesign whenever, as well as that might be improved with feedback from simulations and experience, one of its primary attributes being its being adaptable.

Crisis management is viewed by Spillane (2013) as a means of reducing the effects of a surprise event in the operations of a company and carefully examines the various crisis management stage. He distinguishes between two types of crises: reactive and proactive management. Being reactive Model choices are made during planning or following the onset of the crisis. Being proactive Model managers do foresee crises: they engage in an examination of vulnerabilities, and creation of plans, as well as the losses and the expense of crisis planning, should be considered being unprepared for a disaster.

MATERIALS AND METHODS

In performing this study, both qualitative and quantitative approaches have been used. Data was collected from the website, blogs, publications, customer feedback, and surveys through the staff. The researchers administered a questionnaire during the interview with the Human

Resource Officer and personnel of the leading retail smartphone company. The following objectives of the research are to identify the organizational dynamics of the leading smartphone retailer in the Province of Bohol, Philippines, and to examine the communication patterns in the retail smartphone business and its effects on the customers.

Ethics in business is essential. By providing customer satisfaction through ethical means, retailers will earn maximized profit. It is associated with an ethical expression upon conducting business. Customers have direct interaction with retailers. Therefore, retailers must act ethically in the lives of many people. Having a fair price charged for the product charged sale and the right information about the products sold are ethical practices toward customers. Things related to products such as warranty, guarantee, usage, and price are important.

Understanding the basics of ethics in marketing communication helped keep advertising, public relations, and promotional activities legal and ethical. Problems arise when an organization lacks a clear direction. For an organization to be sustained and flourish over time, the goal must be made plain to every member. Excellent teamwork requires effective communication. Whether written, verbal, or through body language should be clear and concise.

RESULTS AND DISCUSSION

Retaining potential customers is challenging in the retail industry. Depending on how convenient it is for them to purchase, buyers are dispersed. Industries must think about fierce competition to maintain control of sales volume.

A chain of telco retail establishments called Private Smartphone Retailer Wireless is well-known to its Boholano clients as a “one-stop shop for gadgets and telco items.” It is a locally produced Boholano brand that debuted in 1994 and has since grown to include more than forty stores as well as an online store that serves the entire country.

After more than twenty-five (25) years, the business has established itself as a top distributor of all major telecommunications brands, including Samsung, Oppo, Vivo, MyPhone, Realme, Capdase, Anker, and others, providing services to both end users and retailers (business owners who buy true money and smart load wallets). The company’s name essentially sums up its mission: to serve Savers, end consumers seeking high-quality devices at the greatest prices, and Earners, entrepreneurs seeking additional income through technology-powered wireless services.

Communication Patterns and Network

An organization’s communication flows according to certain patterns called communication patterns. According to organizational frameworks, they serve as the linkages for communication in work teams. The patterns have to do with how effectively a job is done,

who is accountable to whom, and who communicates with whom. It also has to do with group decision-making and member satisfaction. All-to-one and one-to-all communication are also considered to be communication patterns and can be used in groups. (Maharjan, 2018).

There are two types of communication verbal and non-verbal communication. Both spoken and written language is a key component in verbal communication. Generally speaking, nonverbal communication refers to communication that takes place through channels other than words, such as body language, gestures, and silence. Verbal communication refers to the use of words. The following are the different forms of communication; presentation, sale pictures, conversations, emails, and calls. Understanding, respect, and a relationship between a seller and a buyer are all fostered by effective communication. A greater number of prospects, more fruitful conversations, and more sales will result from effective communication with people who have various communication styles. This communication process involves understanding, sharing, and meaning. With proper communication in sales, the representatives would know what to say, and when to say it, to advance the deal. Marketing communication helps move products, services, and ideas from manufacturers to end users and builds and maintains relationships with customers, prospects, and other important stakeholders of the company.

Advertising, sales promotion, direct marketing, email, campaigns, newsletters, personal selling, public relations, and social media are all examples of marketing communication tools. Active listening, simplicity, directness, feedback, speaking, knowing the receiver, speed, and sequence of speech, as well as the relationship between the sender and the receiver, are all ways to improve effective communication.

Human Resource Management

The effective and efficient administration of people inside a company or organization in such a way as to give their firm a competitive advantage is known as human resource management. It is created to maximize worker performance in support of an employer's strategic goals. The hiring and selection process is the first step in human resource management, followed by the orientation and training phase, the evaluation of job performance for regularization and retention in the job, and finally, promotions and additional training and development, as well as rewards and recognition for all high-performing employees.

Management of Change

When we talk about change it is intensely personal. Change occurs in any organization when each individual must feel, think, dream, or do something different. One of the purposes, why there is a management of change in a company, is that they implement tactics or strategies for affecting, controlling, and helping people to adapt to that change. Simple change management may create this

checklist: use vision and goals to determine the messaging strategy, they should have a communication plan, identify and engage stakeholders, and impose seminars and workshops for further instructions. The strategy of change management must take high consideration the replacement that may cause an impact on the processing, the system itself, and employees within the organization. One of the critical components of management change is documentation. Rollback is necessary not only to maintain an audit trail and also to the compliance with internal and external controls which include regulatory compliance. Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. Low Sales is their top management crisis. For them, this is very stressful. It is imperative to keep openly communicating as a team and to bring as many heads together as possible to work towards a solution. Each crisis, big or small, will make you more prepared for the next one.

Clash of Personalities

Everyone is different, and there are times when it is particularly hard to work with people who have difficult or distasteful personalities. In most situations, one inappropriate or difficult incident isn't the sum of a person and requires empathy and sympathy.

When personalities clash in the workplace, one of our best conflict resolution moves is to sort out and handle the situation quickly and informally before it festers. To explicitly emphasize the value of diversity and tolerance. Next, managers will listen closely to the aggrieved employee without interruption or conflation, open a discussion about the issue, and set measurable goals to eradicate the behavior. To prevent this from happening, we establish and strengthen mutual respect within the workplace. Everybody has a different working style and always communicates their differences to find out a common voice for everyone.

Conflict with the Manager's Leadership Style

Establish guidelines clearly and ensure parties understand that the purpose of the discussion is to work together toward concrete solutions. For example, if an employee is overwhelmed by their duties, we them to prepare a spreadsheet of tasks with estimated deadlines. Managers may want to meet with the employee in weekly meetings. That way, both the direct report and the manager can review the workload together and work on solutions for streamlining specific duties or distributing them to other teammates. The important thing is to keep discussions ongoing and open, so employees and managers learn better skills for working together.

Conflicts with Customers

Customer relationships are crucial, so the first step is to offer the customer the opportunity to express how they feel and use an emphatic statement to show you care.

Always take responsibility for any mistakes and ask the customer how you resolve the issue. Managers sometimes offer discounts or other gestures which can mitigate frustrations. However, it's best to know beforehand to keep the customer happy.

Grievance Mechanism Procedures

Grievance mechanisms can aid in securing redress when a business has contributed to or produced a negative effect. They can also serve as crucial early warning systems for businesses and give crucial data for larger human rights due diligence processes. Grievance procedures can be crucial in fulfilling the obligation to respect in two ways: When a firm contributes to or creates harmful effects, they can support the implementation of a remedy; They can assist discover patterns over time and enable problems to be solved early on, contributing significantly to broader human rights due diligence. Companies and their stakeholders frequently prioritize the first role without giving the second enough thought. This poses the risk of omitting the valuable role that grievance processes can play, even when the corporation is not obligated to provide a remedy. ("Remediation and Grievance Mechanisms") A grievance mechanism is a process that offers a concise and open framework for handling complaints about the hiring process and workplace issues. This usually takes the form of an internal complaint process, which is then followed by consideration, management feedback, and response. In the private smartphone retailer, the following steps are followed in the grievance mechanism; first is a verbal warning, written warning, next is suspension from work, and lastly is dismissal from service.

Summary

The business owner has effective communication skills. Having the ability to persuade others to agree with you can mean the difference between closing a sale and passing up an opportunity, being able to explain business policies to clients and customers, and responding to their inquiries regarding goods and services. They guarantee that objectives are met during negotiations and that effective communication skills are met. Within the company, communication is also crucial. They make it a point that a positive working connection

between management and employees is fostered by effective communication, which helps boost productivity and morale. The essential features of verbal and nonverbal communication are observed. Interacting with others in a way that leaves the best possible first impression, both inside and outside the workplace.

CONCLUSIONS

This pioneer and one of the leading smartphone and mobile gadgets retail chains which carry both major and international and local mobile phone brands made it available to major cities in the Visayas Region through the chain of branches. This home-grown Boholano brand started in 1994 and has expanded to over 40 branches and an online store servicing nationwide.

Over twenty-five (25) years later, the company has become a leading distributor of all major telco brands, servicing both end consumers and retailers like entrepreneurs purchasing load wallets and true money. The company name speaks largely of its reason for being of service to Savers-end users looking for quality gadgets at the best price and Earners-enterprising individuals looking for additional income through technology-powered wireless opportunities.

They have launched an online e-commerce shop to serve every Filipino nationwide regardless of location, a more convenient, faster, better-informed, and satisfying experience. They have changed the user experience to get to a point where customers can interact with brands both physically and virtually. giving customers loyalty points for each purchase, which they can use for future purchases and to earn commissions through the company's affiliate network. Branches serve as both after-sales centers and pick-up locations for online orders. They continue to innovate, they are available in person and virtually, and they serve the best wireless possibilities.

Operational Definition of Terms

Organizational Dynamics - is the study of how people in a large company or organization behave and react to each other, and how the organization can be made to work more effectively. Retailer - a person or business selling goods to the public in relatively small quantities for use or consumption rather than resale.

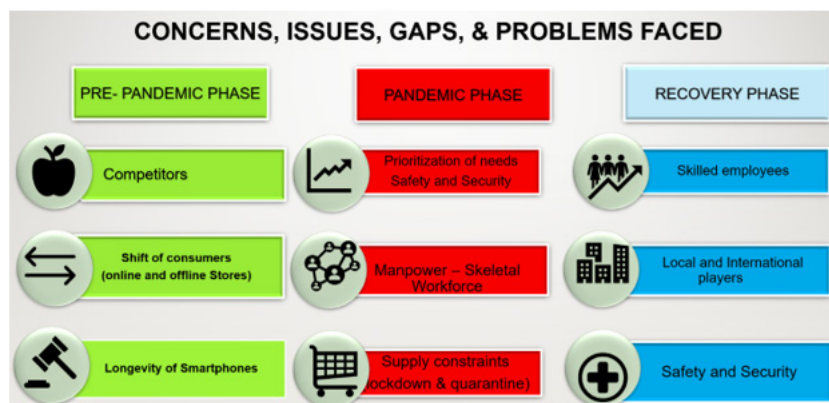


Figure: Operational Dimention Process

Smartphone - a mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, internet access, and an operating system capable of running downloaded applications.

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