

GLOBALIZATION AND ITS SOCIO-ECONOMIC CONSEQUENCES

The use of a six-level model of business development in practice

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Slovak Republic, Rajcke Teplice, 21. – 22. October 2020

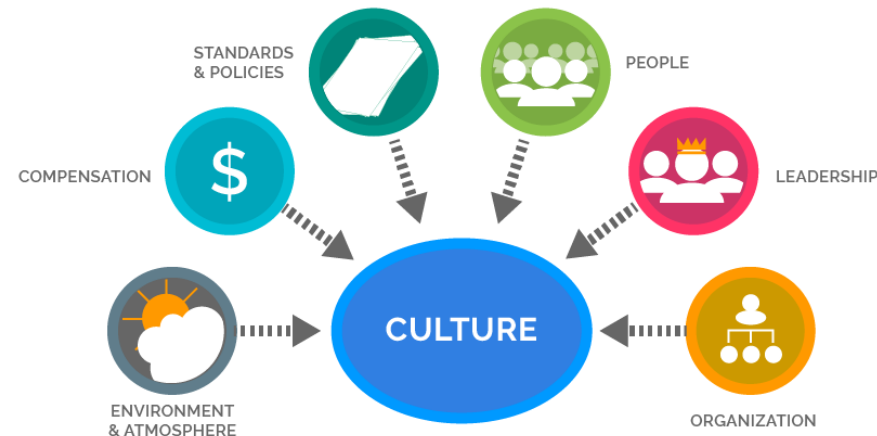
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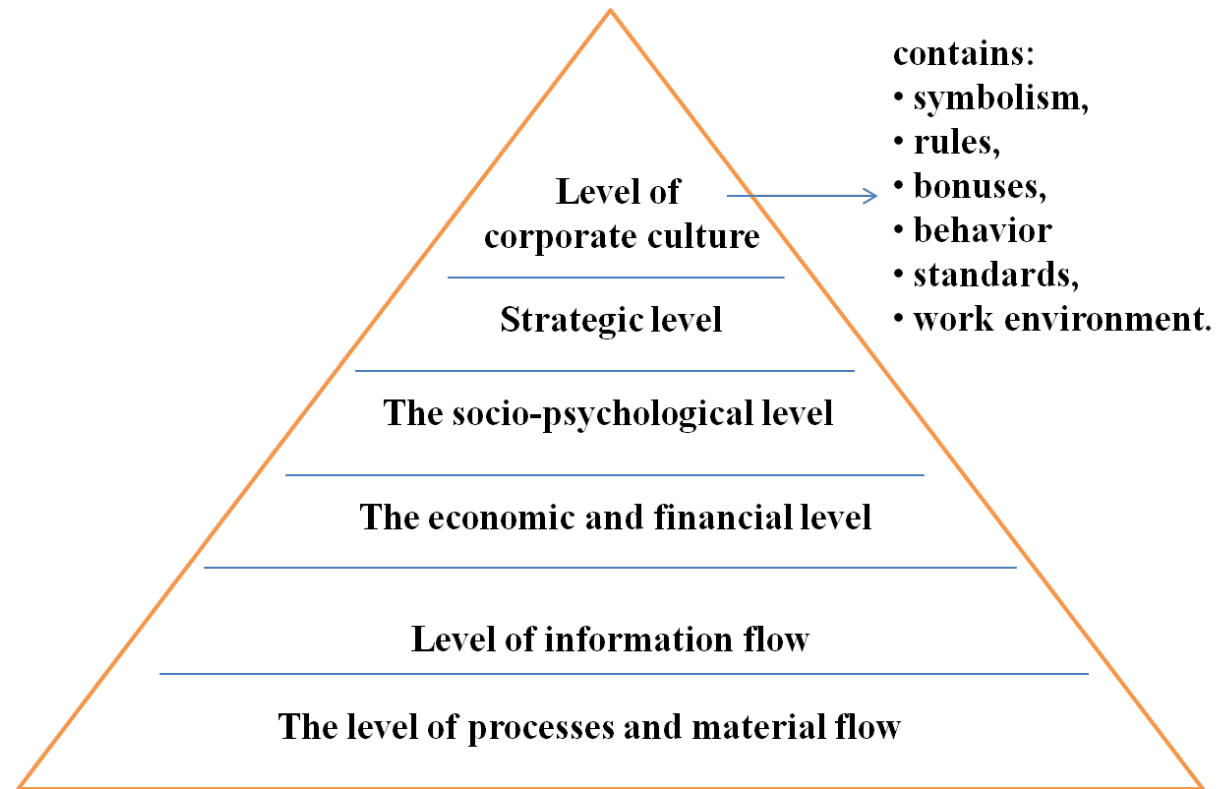
1 Introduction

- **Corporate culture** is the highest level in the business development model. It is built on a long-term basis on the basis of cooperation and mutual relations between the company's employees and between the company and its partners. It is a reflection of ideas values and approaches generally shared, maintained in the company for a long time. It is possible to concretize the idea of corporate culture by describing the individual elements as follows:
- ideas about one's own work, its meaning, the company's success, remuneration, etc.,
- approaches to work, to co-workers, to company goals, to innovations, to conflicts,
- values recognized, respected and developed.



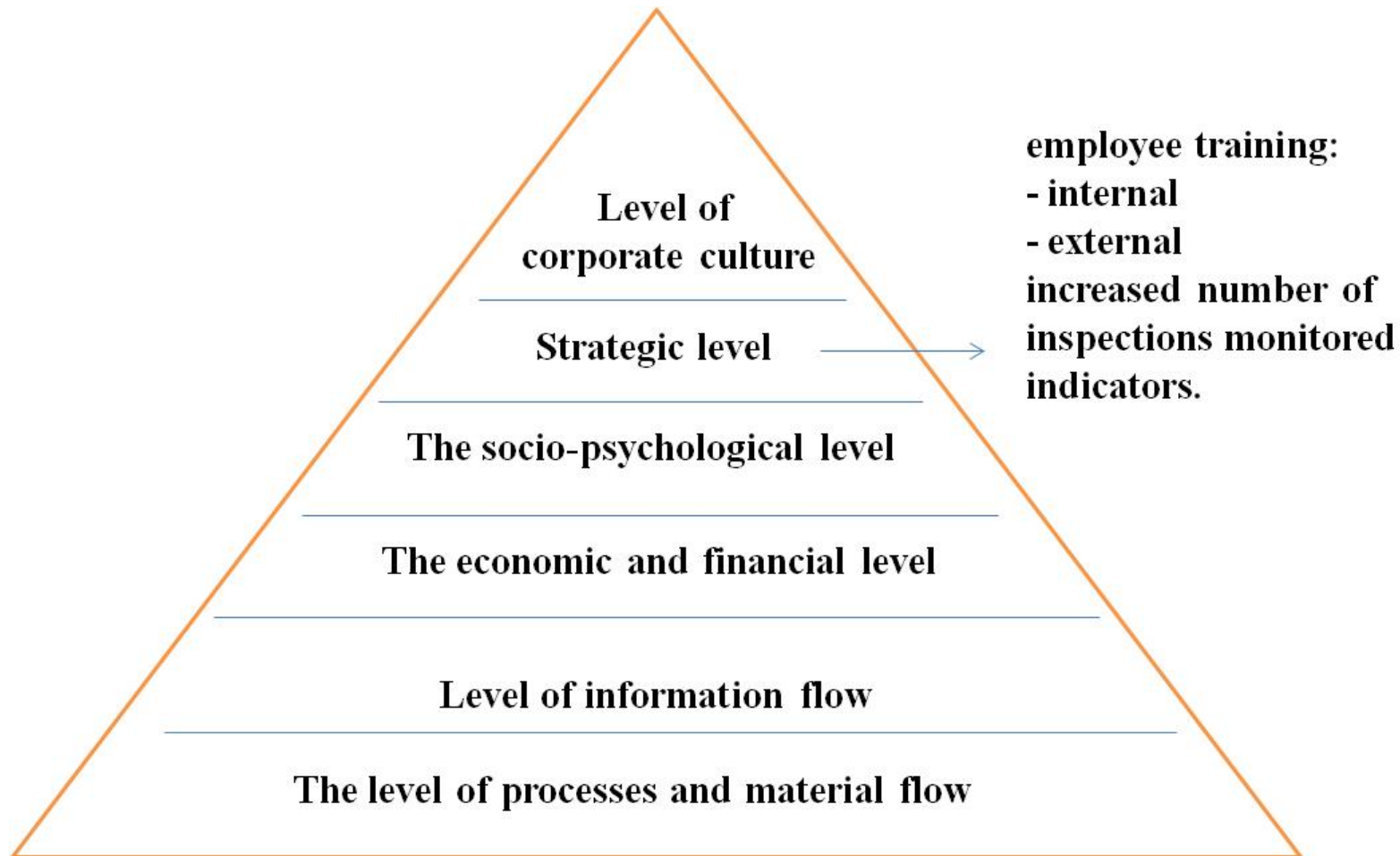
2 The purpose of case study and methods

The selected company is engaged in the production of fuel pumps for the automotive industry. At level of corporate culture, it will analyze the corporate culture in the selected company.



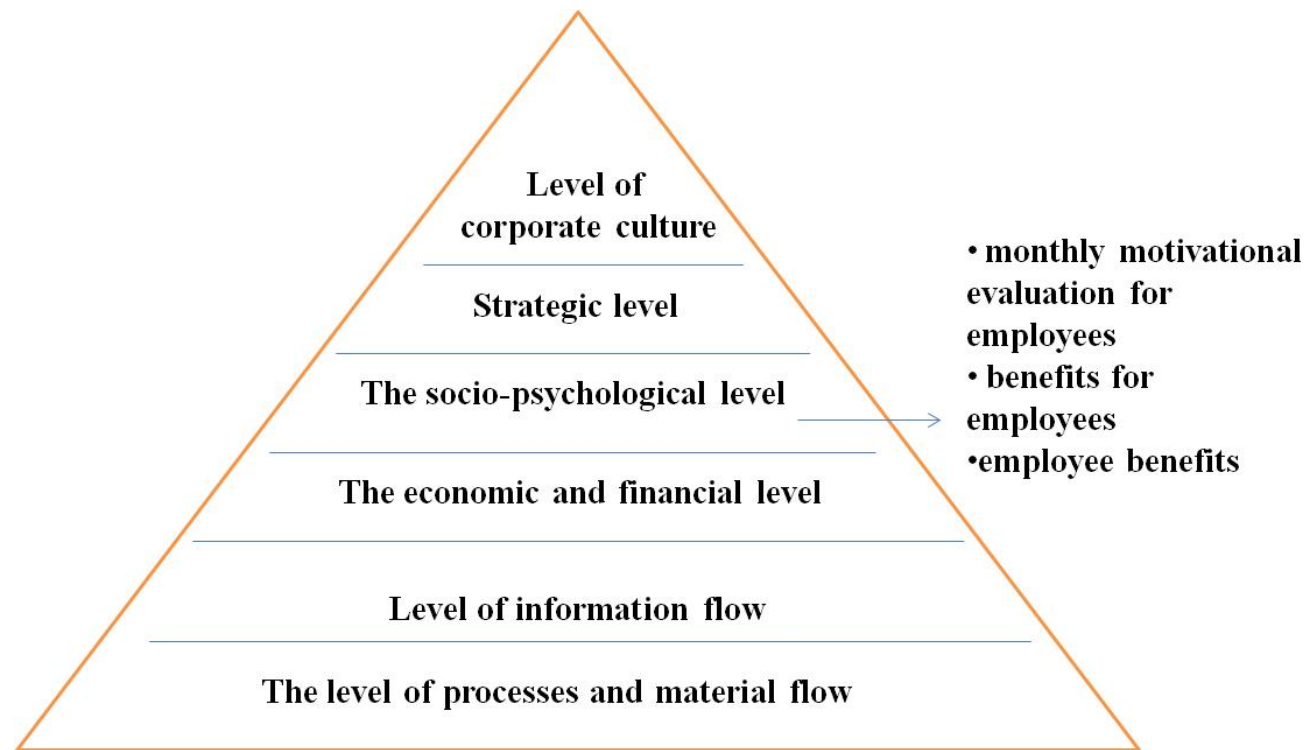
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At the strategic level, in addition to the vision and mission, staff training, an increase in the number of inspections and monitored indicators were analyzed.



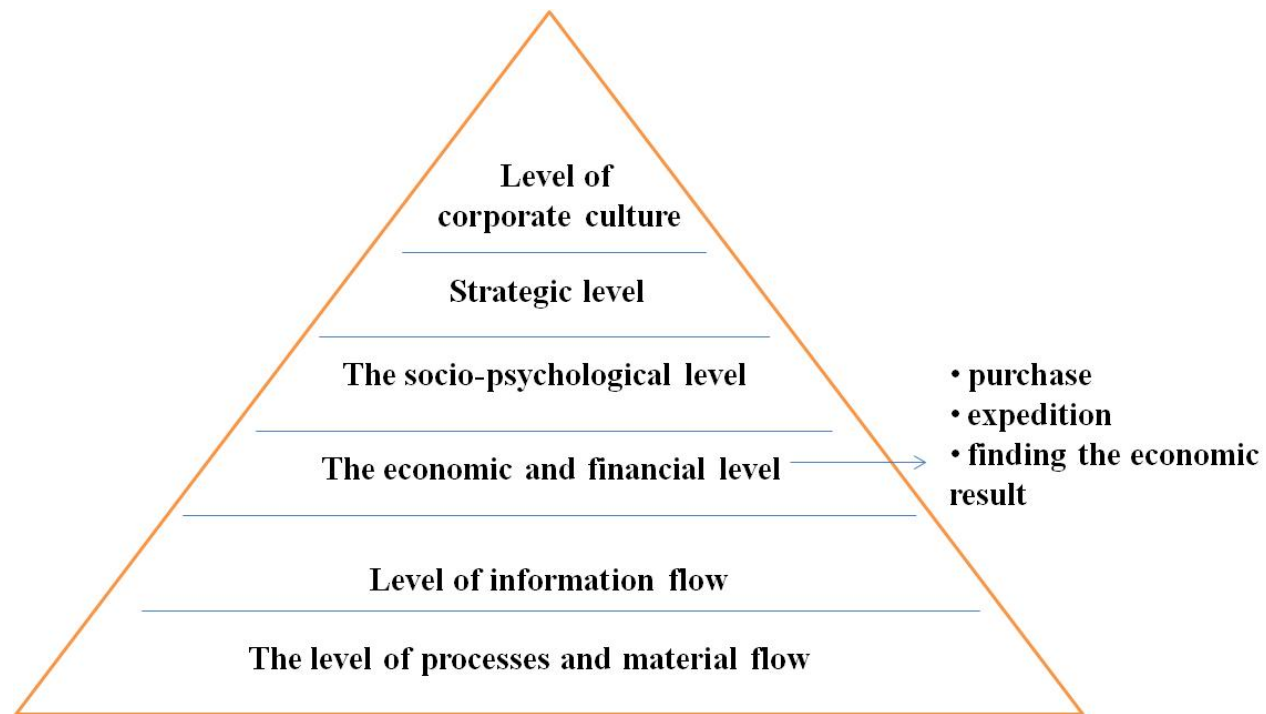
2 The purpose of case study and methods

At the socio-psychological level, the motivational assessment for operators will be analyzed. We will also focus on the benefits that the company provides to its employees. The next step will be the analysis of job positions of individual operators during a work shift.



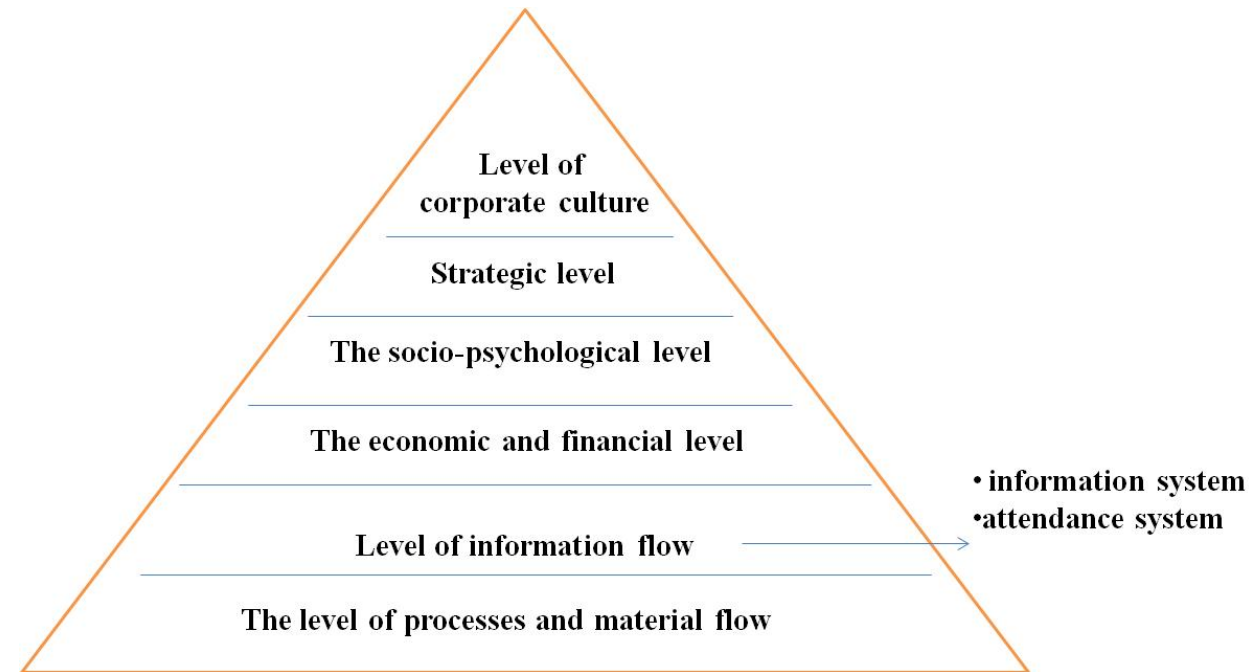
2 The purpose of case study and methods

The company has at its disposal all documents from the payment of the necessary resources, such as consumption of energy, water, gas through paid invoices. Information on the financial situation is obtained from paid invoices, which are posted. After processing all data, the company will prepare an annual report for the accounting period.



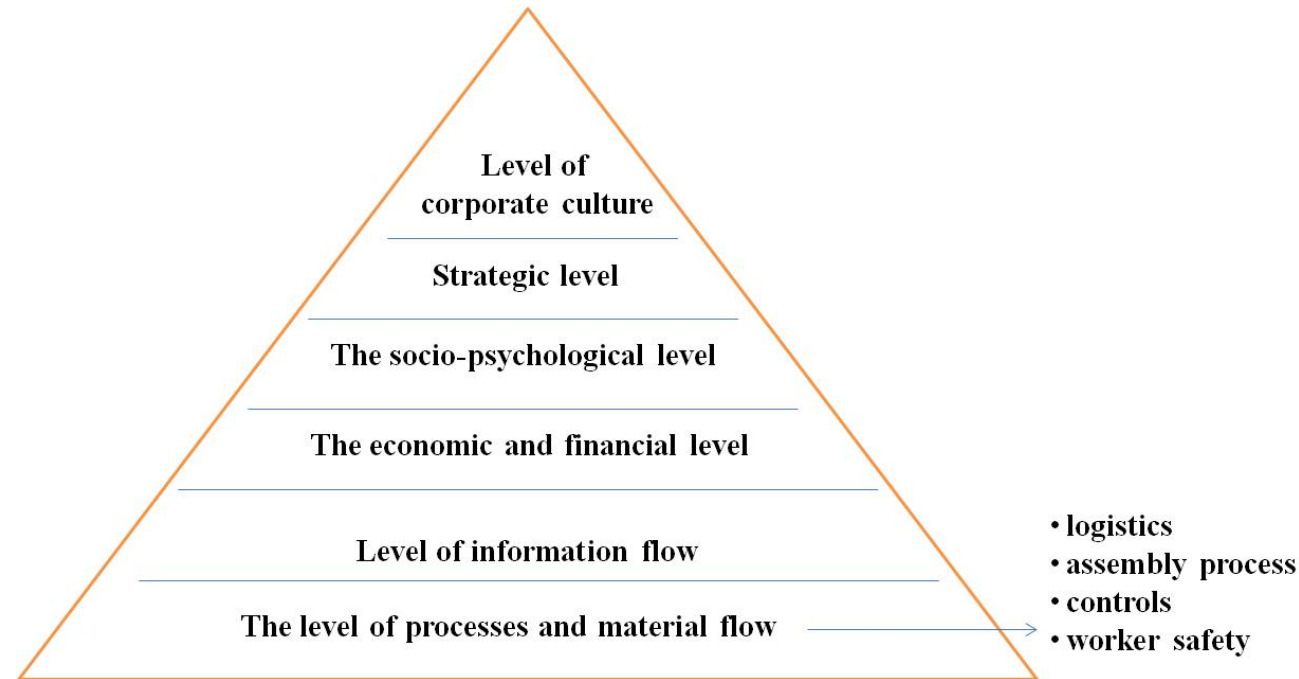
2 The purpose of case study and method

The level of information flow is devoted to the analysis of information flow. We will find out how the attendance of employees is registered, they register components, they register finished products. How the information system works directly in the company.



2 The purpose of case study and method

The level of processes and material flow (Fig. 6) begins by securing the materials that are imported in the containers. Shipping takes about 6 weeks to transport the materials. As additional transport, they use trains, air transport and then trucks, which bring it directly to the assembly plant. Imported materials are stored.



3 Results and discussion

Proposal no. 1 - to improve the work performance and thus the quality of finished products, a proposal was created. "Loyalty program", which will consist of individual activities performed by operators, warehouse keepers, suppliers and THP workers in their work. For a job well done, they can get credit for which they can then choose a reward. Remuneration consists of various vouchers that employees can use for their own needs. The data obtained for the evaluation will be obtained from the attendance of employees. Adherence to 5S is obtained from the team leader themselves, who are responsible for the order of the cells in charge.

Proposal no. 2 - by introducing a substitutability matrix, we will increase the abilities and skills of individual operators and remove monotony. From a stable job position, operators will take turns every day, performing different work activities depending on the activity for which they were trained. If any operator knows all the work and will have long-term experience in which case they can be designated as a team leader. The substitutability matrix will be placed on the boards next to the individual production cells.

Proposal no. 3 - to achieve a successful business, it is necessary to innovate all information systems. We will focus on a system that manages and maintains customer relationships. From a wide range of information systems, we decided to use FLOWii.

3 Results and discussion

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3 Results and discussion

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4 Conclusions

Practical benefits:

- elaboration of analysis of individual levels in practice,
- elaboration of a proposal for the use of a six-level model at individual levels of company development,
- increasing the abilities and skills of individual operators by introducing substitutability matrices, which will include individual operators on the cell and the work operations that are part of the assembly cell. It will be marked for each operator which assembly operations he controls,
- increasing motivation for employees, which will affect the work performance and quality of finished products using a new incentive system with various rewards, which will try to better motivate employees,
- increasing production and gaining new customers, through the introduction of a third work shift and an increased number of employees,
- increased information about customers through the implementation of the Flowii CRM system, which will provide all the information from the beginning of communication with the customers themselves,
- improving the clarity of the activities of individual employees through the Flowii system, which will contain a calendar in which all the plans of individual THP employees will be recorded.



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THANK YOU FOR YOUR ATTENTION!

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