

Introduction

Organizational culture and as well as structure have been examined widely in connection to the effective performance of the firm including the competitive advantage (Haseeb et al., 2019). The values, rituals, and visible artefacts that help in shaping the employee's behaviour inside a company are referred to as organizational culture (Carmona et al., 2020). As a result, it could well be thought of as a strong bond that ties an organization's members together. A company's culture may be defined not just by its employees, but also by its various stakeholders. The culture of an organization can influence the way external stakeholders engage with its personnel. Cohesion and also collaboration may also be fostered by organizational culture. Consequently, when the culture is observed as counter-productive, it can lead to unnecessary rivalry and several roadblocks in the completion of tasks. Organizational structure, on the contrary, is defined as the structured hierarchies inside a company that defines each and every single position, function, reporting line and department (Soderstrom & Weber, 2020). It has the potential to encourage ways individuals connect with one another as well as how culture develops and persists through time. An organizational structure needs to be designed to meet the objectives of the company. Organizational culture and structure, if united, can influence the dynamics and character of interactions inside a company, resulting in increased rivalry and profitability. This study, employing ZenDesk as an illustration, discusses organisational culture and structure against the respective backdrop.

ZenDesk's Organizational Culture

A company's culture should ideally encourage healthy relationships, employee engagement, and cooperation. These can contribute to stronger consequences, such as increased employee dedication and devotion. The firm seems to have a rich and lively organisational culture, as seen by ZenDesk's (2012) video. Diversity, responsibility to society, employee-centeredness, respect, and trust, including employee empowerment may all be characteristics of the company's organisational culture. However, the film contains other characteristics of company culture, the few highlighted above stand out. For instance, the organization values diversity, with the movie underlining the company's commitment to hiring people from various (interesting) backgrounds. ZenDesk also looks to be highly employee-centric. The organisation places a premium on employee well-being and strives to strike a balance between job and leisure. Employees look after a pet fish in the office and play basketball during their breaks. ZenDesk also appears to push its