Organizational learning an Approach for Business management
Case study: A Service Company in the Field of Electrical Energy Transition

Azita ashoory, Mahdie sheikhi
Industrial engineer
Hormozgan regional electric company
Bandarabbas, Iran
Azitaashoori42@gmail.com, mahdiesheikhi@ymail.com

Abstract

Today survival of organizations requires synchronization with environmental and technological changes and maintenance of special place in business competitive space. No doubt that the organization is a complicated system and consisted of various components. Existence of humans with different motivations and goals in the organization caused that this system convert from a simple dynamic system to a community of humans. Management as a leverage point plays an important role in creating organizational transformation. In this article, the organizational learning methods are presented as a process for meeting the organization need and moving in the scientific management path in order to coordinate with environmental changes and access the competitive advantages.

In this case study, a service company that works in the field of electrical energy transformation has started creating a learning organization and internalizing the organizational learning by using managerial framework and has simplified the movement toward organizational excellence and coordinating with environmental changes for itself. This article discusses the organizational learning principles and by introducing different managerial models and choosing MAMIF model points the description of the role of this model in forming the learning organizational excellency. Then presents model implementation levels and reached results of each model implementation in different periods.

Keywords
Organizational learning, competitive advantage, learning organization, scientific management

Biographies

Mahdieh Sheikhi: is a PhD candidate in International Marketing Department, Qeshm International Branch, Islamic Azad University, Iran. She received her M.Sc degree in Industrial Engineering-system management and productivity from Tarbiat Modares University in 2011. Currently, she is expert of productivity in HREC.

Azita Ashoori: She received her B.S. degree in Industrial Engineering-system management and productivity from Hormozgan University. Currently, she is a manager in HREC.