
The Pattern of Team Organization based on Internet Plus

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Abstract: Working teams and groups as the basis of a company, also are the basic unit for the production and operation. Facing evolution of the internet, it is necessary to change its own organization structure and operation mode to adapt the new coming era. This paper analyzed the new circumstance and challenge for the working teams and groups based on the influence from internet and summed up the development direction. Then, a honeycomb structure, SMC model and COA management system were proposed to help adapt to the internet+ situation for the working teams and groups.

Keywords: Internet+, Working Teams and Groups, Organization Structure

1. Introduction

The Internet has changed the space-time concept of management and has eliminated the traditional management space-time barriers of physical space, business transmission and work development. It also helped to promote the de-centered and disintermediation, which was not only simplifying the process and compressing hierarchy, but also trying to achieve zero distance by uploading, penetrating and integrating information.

With the implementation of modern enterprise system, the management structure became flat, management barycenter went down, and management scope extended. In a word, the quality of the team is facing higher requirements [1]. The reform direction of the enterprise will be simplifying the middle level and strengthen the grassroots organization. "Internet +" brought about the deep integration of internet and traditional industry, resulting in new development model. Therefore, integration of "Internet +" and team work daily operations is an important development trend of team operations, which put forward new requirements on functional orientation, organizational settings, management mechanism and cultural construction of the team.

Team is the smallest organizational unit creating value for the enterprise and it's the first defense line of security and stability of an enterprise, starting point and ultimate foothold of business management. Team management is directly related to the implementation, competitiveness, tasks

completion and realization of economic indicators of an enterprise [2]. In the traditional team, the responsibility has a clear division and the team members focus on their own work only. However, in the "Internet +" era, most of the tasks are completed in a collaborative way. The change is due to the diversification and rapid changes of customer needs. To meet the consumer demand more efficiently, the composition form of the team should be more flexible and efficient.

In April 2009, the SASAC issued "Guidance on Strengthening the Construction of Teams in Central Enterprise". In October 2010, four departments jointly issued "Guidance on strengthening of team construction" [3]. Those policies emphasized to create efficient, innovative and harmonious teams, which would be scientific and democratic. To make the team a collectivity completing tasks well, a constant improvement on innovation and aggregation is necessary. Consequently, under the new situation, constructing the organization model and clarifying the development model of the team are of great significance.

This paper designed "SMC team organization model" and "COA management system" under new "Internet +" era. Besides, the paper put forward the construction points of the combination form team mode, which provides guidance for further improvement of the team mode.

2. The Impact of Internet on Team Structures

The rise of Internet led to the development and

transformation of all the industries, which lead to a great improvement of communication efficiency and production efficiency. The combination of traditional industries and Internet is the general trend. It brings organizational model optimization and operational innovation to the traditional industries. "Internet + team" is not simply introducing the internet mobile terminal to the team operation to improve communication efficiency, it needs to combine large data, cloud computing and Internet of things to create new mode of operation, service, business and organizational structure.

The traditional enterprises in China have to choose centralized management due to the early development, so the organization was usually in a bureaucratic organizational structure. This structure has a clear division of labor and strict hierarchical structure. The team is located in the bottom of the organization and strictly obeys the superior order. Therefore, the innovation and arrangement also come from the higher order. With the rise of Internet, the social rhythm keeps accelerating. Layers of reporting and communication methods have failed to meet the rapid pace of change in the market, consumer demand and optimization of organizational management. Since the society requires enterprises to continuously improve operational efficiency, being flat, platform, intelligent and flexible has become the inevitable trend of team development. The traditional bureaucratic organizational structure must be eliminated by the times. So the organizational structure change plays a decisive role in the optimization of enterprise management.

To change the organizational structure of the bureaucracy, it is necessary to reduce the management level and delegate powers to grassroots teams, and ultimately the organization will be flat and platform-type. Flat organization has the characteristics of flexibility, creativity and the ability to withstand risks. Those characters can help adapt to market competition, shorten the response time to market and improve resource utilization rate. The first-line team in flat-type organization has stronger autonomy and higher initiative. It can give full play to the subjective initiative of each member. It's the bridge between personal vision and business goals. So it's the platform of business development, staff growth and management innovation. The emergence of the Internet greatly reduced the cost of access to knowledge. Under the background of emphasizing the transformation of enterprises, the learning ability is also crucial. In the flat organization, the learning of grassroots team can make the organization more adaptable to the complex external environment and enhance the viability of enterprises.

3. Team Organization Model under New Situation

3.1. Morphological Characteristics of Honeycomb Structure

From the perspective of entomology, bee is a highly organized insect. The construction of its honeycomb is the only one can be compared with the human architecture. The planar structure of the honeycomb is a combination of

hexagonal type, that is, the honeycomb is constructed by a number of hexagonal units which are closely linked and arranged in a combination. The hexagonal organization structure is a kind of optimal organization structure from the morphological point of view, the most solid building structure from the structural mechanics' point of view and the most economical building structure from the perspective of the cost of building materials and supplies [4]. The structure is shown in Figure 1.

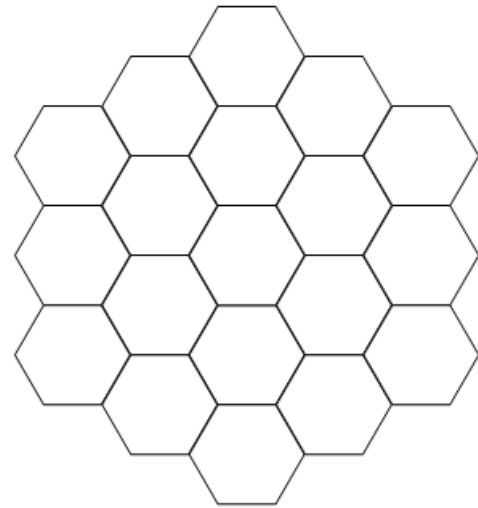


Figure 1. Hexagonal honeycomb tissue structure.

3.2. "SMC" Team Organization Model

According to the analysis of honeycomb tissue morphology, the organizational structure model of "SMC" team is put forward in this paper. The model divides the types of team formation into three major categories, and the specific contents are as follows.

(1). Single Form

Single form team mode is composed of staff of a single type of work. It is characterized by the work of the team members of the same nature, less communication, lack of interaction and creativity. In the past, the traditional management model, this team model is widespread. Team members obey the instructions of the higher authorities, lack the ability to judge autonomously, but to carry out specific work plan, low efficiency, poor adaptability to the external environment. In the increasingly fierce competition era, single form team model to transition to multi form and combination form, must improve the skills of team members, the front-line staff to become a professional field of elite, strengthen staff training.

(2). Multi Form

Multi form team mode is composed of teams of workers of different types. It is characterized by the fact that the team members in the same work area are of different nature, and the team may consist of employees from different levels but from different areas of work. The team members learn from each other and learn how to learn new skills to exchange views or opinions. Team learning interest is more concentrated, more

efficient, the work of a higher enthusiasm and initiative for the development of a multi-skilled staff to do the bedding.

(3). Combination Form

With the development of society, the single form and the multi form model will be transformed into combined form. It is a versatile team composed of staff. Team members for how to improve the working procedures and working methods to exchange views and opinions, and propose measures to solve. The team model is an innovative organization, it is full of flexibility, there is no strict rules of work, is an organic free mobile organization, can cope with more complex and diverse work situation, when undertaking major events or major projects, reduce communication levels. Team members to determine the nature of their work and propose solutions, organizational model more flexible, dynamic, breaking the previous career level, the team work together to complete the task. Leaders only need to supervise in the background of the command and bear the support work such as logistical support. Command personnel can also be based on the nature of the task, according to the principle of proximity, the original staff of different groups of temporary combination, dynamic authorization and comprehensive command, improve work efficiency.

3.3. Construct "COA" Management System

Team capacity depends not only on the ability of each team member, but also on the coordination ability of the team. It is impossible to imagine that a perfect gear and a steel ruler can mesh well. In this case, a few perfect local rubbing together is the incompetent team. Therefore, it is very important to construct the "COA" (cooperative action) management system. In the collaborative action system team members learn from each other, exchange experience, have a strong team spirit, in order to complete the same goal and work.

$$\text{Cooperation of Action} = \frac{\text{Cooperation} \times \text{Action}}{\text{Objective}}$$

(1) Collaboration (C)

For the members of the team, the individual ability is necessary, but more need to coordinate with other members of the awareness and ability. Excellent team does not require each member has a particularly good ability, but to avoid the barrel effect of a good way to make things, learn from each other, members can take the initiative to their strengths and interests to share with you, learn from each other communicate with.

(2) Objective (O)

The goal behind any action is to drive the team together to a common goal, which is much easier than being around one person. As a team leader, it is difficult to unify the team members' ideas, but it can unify the members' goals Team to form a synergy must have a common goal as a basic condition.

(3) Action (A)

When action (A) is zero, that is, "want to do nothing", then no matter whether the team already has a definite or excellent goal, nothing can be achieved. Therefore, in order to achieve

the goal, it must be put into action.

Collaborative action management system revolves around communication, knowledge management, goal management, job management. Team members have high communication efficiency, members can exchange their work experience and form knowledge reserve, and have definite working goal.



Figure 2. COA management system model.

4. Combination form Structure

Combination form structure around the accumulation of knowledge and enhance the ability of organizational learning, the core of its construction is:

(1) Increase the knowledge exchange within the organization and improve the efficiency of team members' knowledge acquisition.

(2) Development and management of team members. Each team member has the responsibility to manage the knowledge it belongs to. For a expert staff, in the performance assessment at the same time, should also focus on how to motivate them to output more professional knowledge, to achieve the sharing of knowledge. This requires the introduction of knowledge driven as the core of the incentive mechanism.

(3) The traditional management approach of leadership thinking and employee execution should be transformed into a way to think together, to solve the problem, learn from each other.

(4) The team and team members should continuously improve their coordination ability, so that their personal wisdom can be fully integrated into collective wisdom, thereby enhancing the team thinking, decision-making and problem-solving ability.

(5) Job rotation not only can experience different job characteristics, but also expand personal knowledge. Every new post is a new challenge. The new post can stimulate the potential of team staff, and will gradually enhance the

comprehensive ability of team members. At the same time, also brought the effective transmission of information, mutual flow of employees, enhance mutual understanding, which can meet the needs of enterprise reengineering, provide more development space for employees, reflects the enterprise and employees win-win concept, as shown below.

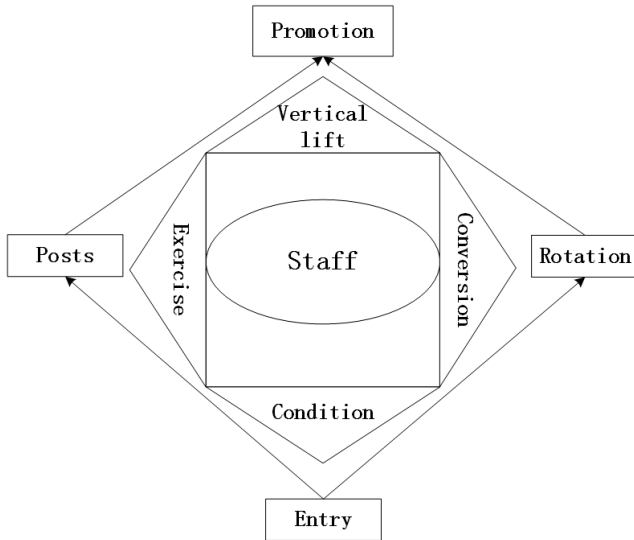


Figure 3. Rotation system model.

5. Conclusion

Because of the change of the external environment and the change of the internal conditions, the strategy of the team is dynamic from formulation, implementation and revision. Team operation mechanism is the most flexible and most effective, and ultimately become the organization's core competitiveness of the real.

Through the combination form team mode and collaborative action management system to build, increase the sharing of knowledge, team more and more have the ability to solve the problem and this ability is based on the team in the knowledge system. The dynamic rotation system and dynamic authorization makes the team more flexibility, the work efficiency will be higher. With the development of the organization, this dynamic team formation model will continue to accelerate the development.

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