
Common And Different Between Essentialist And Non-essentialist

Essentialist and non-essentialist views differ in a number of ways. Firstly, they disagree on the notion of the adaptability of the organizational culture to a dynamic environment. In the essentialist view, the workers and the environment in which the business operates have an effect on the culture of the organization, as to how well it can suit and be relevant. It is in the same view that the workers have to adopt a particular code of conduct as defined by the organization beforehand (Nathan, 2015). In most occasions, such an organization focuses on a specific market that is within the specific society. In the non-essentialist view, on the other hand, there is freedom for the employees. They have no particular limits on their way of doing things or thinking. For example, they do not have to conform to certain traditions found in the organization, such as the code of dressing as long as it remains within the acceptable extremes. By adopting the non-essentialist model, the organization enhances creativity in a major way. Employees are able to flex their thinking abilities and employ them in the work they are assigned to do, rather than being supervised to do things the same way that others do.

In another dimension, the essentialist approach is binding and in most cases limits the flexibility of the decisions that the management makes. There is a limit to the potential of the markets that the company is able to reach out for in expanding. By so doing, it also limits the human potential of the employees. The model limits the potential thinking ability of people by confining them to use a specific predetermined line of thinking and acting (Gelman and Ware, 2012). The non-essentialist approach, on the other hand, has its limits less clear than those of the essentialist approach. The focus of biology in the essentialist view is that social life arises from interactions that people can exert control. The organization using the approach is, therefore, able to exert control over its employees using specific boundaries that limit the employees' thoughts and actions. The workers have the freedom to be innovative. By so doing, the company that adopts the non-essentialist view is able to create space for employees to utilize their thinking abilities. The organization gains maximally by exploiting the worker's ideas and ability to be imaginative in expanding into new markets. For example, by allowing the freedom of workers to think on their own, they are able to research through the interaction with other people and come up with ideas on how to conquer certain markets within specific cultures.

From the numerous evidence, it is quite clear that the essentialist view has much more consequences than the non-essentialist approach. It is now clear that the organization that goes ahead to confine the imagination of people within certain boundaries results in delayed growth since the only ideas that will be flowing within the organization are the old ones. On the

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contrary, the freedom of imagination in the non-essentialist approach favours the organization that adopts it by creating the kind of environment that enhances creativity. In the current wave of globalization, it is highly likely that the organization that adopts the non-essentialist approach has the potential to thrive (Ellis, 2014). The reason behind is that the injection of new ideas into the organization is the driving power behind its growth and expansion into new markets. There is a promising future for such an organization.

In the wake of the non-essentialist approach, the benefits of the essentialist view are limited and the approach is slowly becoming less useful in the management of the international arena. There is a little chance that the consumers' needs will take shape to be similar to those of other consumers. There is, therefore, need to allow the employees to explore the environment and observe the trends that its dynamics set in different markets as well as the differences in the needs of individuals within certain cultures

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