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The Orgnisation Performance and the Culture of Fun: Review in Changing World

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ABSTRACT

In the contemporary business landscape, organisations around the world are increasingly giving priority to improving the work environment. This effort is seen as vital to the success or failure of the organisation, with many focusing on modern, innovative designs and the integration of social and recreational activities to create a more positive workplace. While these strategies aim to enhance employee satisfaction, productivity, and innovation by alleviating work stress and promoting a positive attitude, there is also discussion about the potential negative aspects of this culture of fun. The article will explore the pros and cons of these practices, review their impact on both employees and organisations, and include relevant examples.

Keywords: Orgnisation, culture

INTRODUCTION

In contemporary business world, the interest in developing the working environment by many organizations across the globe is gaining more important and priorities than ever. Arguably, the working environment of an orgnisation would play a vital role in the success or failure of any organisation. At this time, many organisations are focused on making the work environment more positive by creating social and entertainment activities for employees as well as paying close attention to office designs and organisational facilities.

It could be notice that many organisations are trying to move away from classic designs towards modern and innovative one that could contribute to make the workplace attractive and, therefore, more positive. Some other organisations have designated places of entertainment, so that employees can engage with it during the work day. By going to these places for recreation, it could also relieve the work pressures so that the employee can return to his/her work with a positive attitude and renewed energy. In the hope this will make the employee love the time he or she spends in the workplace and thus increases the productivity and innovation of the employee. However, there are other views that argue that there is downside in applying the culture of fun in orginistaiton. This article will review the pros and cons of applying the culture of fun and the extent of its impact on both employees and organisations, followed by some examples where appropriate.

LITERATURE REVIEW

As mentioned earlier, the rise of culture of fun at work and the increase of the interest of many organisations as well as managers whom are keen to pay more attention to apply this concept could be justified. Since the philosophy of fun at work has been widely promoted in popular journalism through articles and books such as Fish (Lundin, Paul, & Christensen, 2000). The authors supported the point that fun at work is a major component of active, productive and positive work environments. In addition, other authors see other benefits, including reducing stress and anxiety, which in turn could contribute to reducing delay and absenteeism (Abramis, 1989). Furthermore, it could be argued that such an environment would contribute to the improvement of and increase customer morale and service (Abner, 1997).

Among the advantages is that fun at work has a significant positive effect on employee performance, as it helps them to share the work and this is what Fluegge (2008) realized that fun within the organisation helps in sharing the work among employees and increase the team work spirit.

Entertainment in the workplace can also help in increasing the trust between employees and their leaders. According to Karl et al. (2005), stating that when having fun within the workplace this can enhance trust between employees and managers in an organization as many barriers disappears. This greatly helps in increasing the affiliation and loyalty toward the organisation as well as the love of the workplace and thus contributes to increasing the productivity of the organisation.

Among the things that prove a great positive of fun culture is when employees working in organisations affect individuals positively, such as when they laugh and have fun (Karl et al, 2005). This increases the physiological excitement such as increasing the flow of oxygen and the secretion of the hormones, adrenaline and endorphins in the body (Jeffcoat & Gibson, 2006; Lamm & Meeks, 2009). These physiological effects can improve employees' mood and give them positive energy that will lead to an increase of the performance (Jeffcoat & Gibson, 2006; Lamm & Meeks, 2009). Luthans (2002) also confirmed that well-being has an important value in contributing to positive organisational behaviour.

The organisation can create a positive atmosphere by using the fun culture method and establishing several entertainment activities. These activities may include social events, outings, various games, and employee recognition events; all of this help and aim to make the workplace more enjoyable (Abner, 1997).

Despite all these advantages about the culture of fun, there are some negatives aspects and other different viewpoints. In the study of Grugulis et al. (2000), it was found that the fun at work may sometimes have a negative effect on the employee. In their example, they have found that when the company create a fun system with allocated budget every year and so employees got used to it. However, when the company tried to cut the cost of fun budget due to industry circumstances and other external condition, the employees turnover increase as well as the level of absenteeism. Redman and Mathews (2002) also found in a qualitative study that some employees resist fun at work. The authors examined the 'work hard, play hard' culture (Redman & Mathews, 2002, p. 56) that the British retail services company has implemented among its

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1,050 employees. With the aim of acquiring their commitment. Redman and Mathews conducted several interviews with managers and some employees and also reviewed company documents over a period of three years. Accordingly, a number of benefits of fun culture were identified including reducing anxiety and tension, a sense of belonging and an attractive work environment. However, they have found some difficulties related to the application of the culture of fun in the organisation. They found that some managers struggled to develop the work environment to be an enjoyable work environment, and so some employees resisted it with sarcasm. Some employees see that this is a waste of time and an increase in the cost to the organisation, and some believe that this may distract some workers from performing their work (Redman & Mathews, 2002). Consequently, it has been concluded in the study that the issue of fun at work should be studied more carefully because it has positive results and at the same time it has negative consequences.

Although the culture of fun in the organisation helps greatly in forming friendships within the organisation and that human beings by nature love to form friendships between them. Organisations are a fertile environment for forming friendships due to the presence of a number of people in one place and working with each other as stated by Riordan and Griffet (2005). Networks and friendship appear in the workplace due to the daily associations of employees within the organisation and frequent interaction with each other. There are many studies on the benefits of friendship in the workplace, and some of those benefits include enhancing effective information, business sharing among employees, and high morale in the workplace (Griffet, 2005). In addition, friendships in the workplace have a positive effect on organisations such as contributing to a decrease in employee turnover and an unwillingness to leave the organisation and thereby reduce employee fatigue in an orgnisation (Griffet, 2005). However, some friendships within the organisation can cause a number of problems, such as the employee's friendship with the leader, and thus there may be favouritism or unfair treatment which could cause anger and dissatisfaction among the employees in the organisation (Pillemer & Rothbard, 2010).

Among the negatives that may be noticed in some organisations that depend on the culture of fun is the leniency and lack of concentration of some workers in carrying out their tasks, which can lead to the disruption and delay of many important works of the organisation and thus this will be negatively reflected on the organization performance (Buhler,1991).

One of the most important problems in this culture that may face the organisation is taking into account the ages of employees within the organization and customising fun culture that suit all age varieties. Usually, the activities that are suitable for employees who are considered young are not suitable or in favors for those who are older (Crumpacker & Crumpacker, 2007). All desires must be met while taking into account the ages in the organisation. Employees may leave their work if their desires are not met by the organization and got a feeling of discrimination (Crumpacker & Crumpacker, 2007). From this point of view, the organisation may have to meet the desires of all ages and this will be costly for the organisation which will affect its budget by increasing the cost and then negatively impacting the performance (Crumpacker & Crumpacker, 2007).

DISCUSSION

Based on the foregoing, the culture of fun includes pros than cons for both the individual and organization which all supported in the literature. In term of the positives, it could be notice that there are many benefits that organisations, managers and workers receive from applying such a concept; for example, it does helps in job commitment and this is what many organisations are eagle to maintain, in which losing skilled and high qualified employees will be difficult to compensate for must orgnisation. In addition, the positive impact of culture of fun increases the job satisfaction which will lead to an increase of the employee's productivity and creativity and in turn all parties will benefit. It also enhances the employees' relationship with each other and helps in the participation of the business, and this leads to the completion of his or her work more efficiently. The culture of fun has a positive physiological effect as it contributes to improving the mood of the employee and increases the psychological comfort and this, in turn, will increase job satisfaction and decrease the employees turnover rate overtime.

Although there are a number of negatives aspect in this culture, as mentioned earlier, the large number of positives and the positive results obtained by each of the organisations, managers and employees, the advantages are outweighing the negatives in applying this culture. There are many large and well-known organisations that have applied this culture and have succeeded, and Google and Facebook are considered to be a very successful example in this field. Many consider it as a reference because it has succeeded with great success in adopting the culture of fun and work flexibility in the organization (Crumpacker & Crumpacker, 2007; Pillemer & Rothbard, 2018). They include video games, musical instruments, and sports training tools. Being in this work environment, the employee can spend a long time in the workplace without feeling bored or exhausted, and thereby complete the tasks as required.

CONCLUSION

In conclusion, this article illustrated the advantages and disadvantages from the literature that might resulted from applying the culture of fun in orgnisation for the organization, employees and managers. Although there were a number of both positive and negative aspect of applying such a concept in an orgnisation, the advantages are overweight the disadvantages and that can be supported in the example of Google and Facebook as a leading trend in such a company. However, this will put more pressure on managers to try to apply the concept in ever changing environment and maintain the benefit of all parties.

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