

Functioning of English in Virtual Organisations

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Abstract

After globalisation, the world has become a global village. The concept of virtual organisation has emerged due to technological and technical changes in the modern environment. It is the latest form of business organisation. In this organisational structure, different business people come together to perform a specific business activity. Network organisation provides the benefit of specialisation in the business activities. It is less hierarchical, more flexible and more decentralized organisation. It is also called as the boundary-less-organisation because it has relationships with many business partners. We see that the various websites of the organisations have been designed in English language and these are also displayed in the English language. The communication may prevail at international level in this organization which is very common. The international communication uses the English language at priority.

Key Words: English, Virtual Organisations, Communication

Introduction

The concept of virtual organisation has emerged due to technological and technical changes in the modern environment. It is the latest form of business organisation. In this organisational structure, different business people come together to perform a specific business activity. Generally, the business in this organization is done through internet or online media without any infrastructural arrangement.

Network organisation provides the benefit of specialisation in the business activities. It is less hierarchical, more flexible and more decentralized organisation. It is also called as the boundary-less-organisation because it has relationships with many business partners. The organisation, which establishes the



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business relationship with other organisations, is known as the central organisation.

This organisation structure is based on social structure. The inter-relations between people play very important role in this organisation. It can have inter-organisational or inter-organisational structure. It provides better option for the two or more companies that are not able to do joint business through physical mode. These companies can join each other through virtual or online medium. This organisation can have formal or informal relationships.

Scheme of the Study

This paper is based on the three sections. In first section, the introduction of virtual organization has been highlighted. Middle segment of the study is related to the role of English language in virtual organisations. Concluding part includes the final observations of the author regarding the main theme of the paper.

Examples of Virtual Organisations

- (i). www.wikipedia.org
- (ii). media.gm.com
- (iii). Merlin.pl
- (iv). Amazon.com
- (v). www.nike.com
- (vi). www.dell.com
- (vii). www.lifecarehll.com

Hence, we see that the various websites of the organisations have been designed in English language and these are also displayed in the English language.

Role of English Language in Virtual Organisations

The following features of this organisation highlight the role of English in the effective manner:

- ❖ **No Boundaries:** This structure is without the boundaries. The main purpose of this organisation is to take the advantage of two or more business organisation jointly. The communication may prevail at international level in this organization which is very common. The international communication uses the English language at priority.
- ❖ **Useful in Strategic Decisions at Global Level:** Doing the business with many partners yields the benefit of cooperation and coordination. This type of structure is very useful in case of strategic business decisions because many organisation can take more risk jointly. This benefit can be attained at global level through the use of English language very easily.
- ❖ **Use of Electronic Media:** This organisation structure is based on the electronic media. The online interactions are done through various electronic tools like virtual meeting, electronic message and electronic feedback etc. These electronic media use the English language at large.
- ❖ **Absorb of Opportunity at International Level:** Today's business environment is changing very fast. It is impossible to grab the highly beneficial opportunities in the modern dynamic environment. These opportunities can be absorbed by network or virtual organisation effectively. English being the international language provides this benefit at priority.

English language is a West Germanic language that was first spoken in early medieval England. Nowadays it is most widely used language in the world. It is spoken as a first language by the majority populations of several countries, which includes United Kingdom, the United States, Canada, Australia, Ireland, New Zealand and a number of Caribbean nations. English has attained the third-mostcommon native language at global level. This position comes after Mandarin Chinese and Spanish. As a second language, it is widely learned and is an official language of the European Union, many Commonwealth countries and the United Nations, as well as in many world organisations

Conclusion

English language play great role in making this organization moreflexible in terms of environmental changes pertaining to technology and marketing innovations. The flexible structure helps the managers to complete the project in time. This language promotes the

initiative and creativity in the project due to its international acceptance. It can be said in nutshell that English is the unique facilitator in the virtual organisations.

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