

<b>Key Issues:</b>	<b>Solutions:</b>
<ul style="list-style-type: none"> <li>• Campbell Soup Company evolved into a national leader in the food industry by providing innovative products. However, this innovative culture was stagnant during a long period of time which caused them to loss market locally and internationally.</li> </ul>	<ul style="list-style-type: none"> <li>• The establishment of training programs designed to strength current technical knowledge. This could help employees to have a better understanding of the company’s capabilities (Shipton, Fay, West, Patterson, &amp; Birdi, 2005).</li> <li>• The establishment of training programs designed to expose employees to the latest trends/information in the field. This could encourage personnel to question/improve current ways of operating (Shipton et al., 2005).</li> <li>• The development of a reward system that could encourage personnel to acquire and apply knowledge creatively (Burke, 2011).</li> </ul>
<ul style="list-style-type: none"> <li>• Campbell Soup Company tried to enter the international market by buying national traditional brands overseas. Nevertheless, it did not assess the impact of national pride of the local population with respect to their domestic food industry.</li> </ul>	<ul style="list-style-type: none"> <li>• The assessment of cultural perceptions in the international arena as could help in the establishment of the company’s expectations (Marquardt, Berger, &amp; Loan, 2004).</li> </ul>
<ul style="list-style-type: none"> <li>• The new dynamic business proposals set by the CEO contradicted the low risk business culture of the company. Conversely, this caused uncertainty about the direction of the organization.</li> </ul>	<ul style="list-style-type: none"> <li>• The inclusion of the term innovation into the vision and mission statement. This could help to develop a culture of decision-making heavily influenced by innovation.</li> <li>• Present Campbell’s new business proposals simultaneously with a set of new organization’s values and attitudes. This could help leadership to ease the introduction of proposals as well as to establish new organization’s parameters in terms of decision-making.</li> </ul>
<ul style="list-style-type: none"> <li>• The lack of management development in the international markets caused a shortage of personnel in key business areas.</li> </ul>	<ul style="list-style-type: none"> <li>• The creation of an international management rotation program could help the organization to develop individuals with direct experience working and living abroad. This experience would provide valuable information about market overseas as well as the status of the company in them (Marquardt et al., 2004).</li> </ul>

**References:**

Burke, W. W. (2011). *Organization change : theory and practice* (3rd ed.). London: SAGE.

Marquardt, M. J., Berger, N. O., & Loan, P. (2004). *HRD in the age of globalization : a practical guide to workplace learning in the third millennium*. New York: Basic Books.

Shipton, H., Fay, D., West, M., Patterson, M., & Birdi, K. (2005). Managing People to Promote Innovation. *Creativity and Innovation Management*, 14(2), 118-128. doi: 10.1111/j.1467-8691.2005.00332.x