



Surroundings

Organizations do not live in a vacuum, but they are **surrounded by environment**. This environment is formed by the ambient society, economy, environment, culture, technological environment, legislation, public sector and public administration.

Part of the surroundings are stakeholders and competitive organizations or businesses.

Among the organizations and the surroundings is lively exchange of inputs (e.g. technology), outputs (including externalities) and information. Surroundings puts organization various restrictions (e.g. legislative restrictions, different standards) and its organizational culture is influenced by surrounding culture (such as culture of the country).



Related terms and methods:

- » Culture
- » Discontinuity
- » Economics
- » Environment
- » Externalities
- » Holism x reductionism
- » Hypercompetition
- » Changes
- » Legislation
- » Marketing
- » Marketing environment
- » Marketing makro environment
- » Marketing micro environment

- › Surroundings characteristics
- › Technology
- › Turbulence

Related techniques of surroundings analysis:

- › Five Forces Analysis (Porter)
- › Forecasting
- › PESTLE analysis
- › SWOT analysis
- › System approach

Related management fields:

- › Change management
- › Forecasting
- › Organizational management
- › Organizing
- › Planning
- › Risk Management
- › Strategic Management