



## CHANGING MANAGEMENT PERSPECTIVE FOR GLOBAL COMPETITIVENESS

**Dr. S. K. Khatik\***

**Uma Sharma\*\***

*\* Professor & Head, Department of Commerce, Dean Faculty of Commerce, Chairman of Board of Studies, Barkatullah University, Bhopal.*

*\*\* Research Scholar, Assistant Professor, Career College, Bhopal.*

### **Abstract**

*In the present scenario our firms need to be globally competitive. This paper highlight some pillars which can be play an effective role to make our firm globally competitive. Our culture, belief and tradition have a deep impact on the work culture of an organization but these should not act as a hindrance in multilateral trade with other country. We have to shed the narrow thinking which comes in the way of national interest from the economic point of view and develop a broad outlook and absorb a global thinking in our work culture and management practices.*

**Keywords:** *Management Perspective, Global Competitiveness.*

### **Introduction**

India is a developing country. Since independence we have come a long way in providing a better standard of living to our citizens but still we have to go a long way to see our country emerge as one of the developed nation of the world. We have been applying our traditional thinking in managing our businesses for a long time but it is high time when we have to change our way of thinking so that we can become globally competitive. Our first Prime Minister Jawaharlal Nehru was the first person to coin the term scientific temper. He emphasized that if India has to progress it is through science and science alone. Therefore we need to develop a scientific temper and look at all our problems from a scientific point of view. Just as the developed countries have reached their present conditions through the use of science and technology and extensive industrialization, India also needs to follow their path without sacrificing our social and cultural traditions. We need to manage our human resources in a better way and equip them with technologies so that they can give their optimum to the achievement of organizational and national goals. They also need to be motivated appropriately to achieve higher level of excellence.

In order to change the management perspective for global competitiveness we also have to look at the markets and management principles from the point of view of foreign universities and put them into practice, without sacrificing our national interest. We need to give an emphasis on cross cultural communication in our organizations to understand the global perspective. The initiative taken by our Prime Minister Mr. Narendra Modi in this regard is a welcome step. In the era of globalizations, global competitiveness has become central to the strategy in the business world. Competitiveness is important to the economy from the business point of view, competitiveness shows the ability of the company to produce and sell a product which can match with a competitor's product on the basis of lower cost, higher quality. A global competitive environment encourages business to expand and sell their products in market at home and abroad.

### **Justification of the Study**

India is a developing country. Since we are a part of world trade organization we cannot keep ourselves aloof from what is going on in the world market. We have to be globally competitive to sell our products in the world market to earn foreign exchange and economically strong. By adopting different strategies given in the paper our country can come at par with the other advanced nations. So by paying attention to the highlights pillars we can change our management perspective and make it globally competitive.

### **Review of Literature**

Marthak Piyush (2017) studied the global competitiveness: A strategic perspective. According to the author, global competitors have the capacity to think and act in different ways. The company should design their strategies in such a way so they manage the cost and revenue simultaneously. The researcher studies the certain factors such as market factors, economic factor, environment factors and competitive factors for achieving global competitiveness. In the recent past, Indian industry was undergoing tremendous transformation.

Ivan vateries (2015) studied the leadership Vs management from competitiveness intelligence perspective. The author identifies the main characteristics and essential differences in the approaches of the actionable information needs. The author suggested various models of possible approaches in the information analysis and intelligence production activity in order to fulfill the role as decision support in global competitiveness.



Rugman A., oh Hoon chang and Lim S.K. Dominic discussed on the regional and global competitiveness of multinational firms. In this paper the researcher presented a modified FSA/CSA matrix building upon the FSA/CSA matrix (Rugman 1981). The author suggested that largest 500 firms have increased their firm-level international competitiveness. The findings of their study have significant implications for research and practice. It is also conclude that this study gives insights for strategic marketing planning and implementation.

### **Objectives of the Study**

This study has the following objectives

- To analyze the concept of global competitiveness.
- To analyze the changing of management inputs for global competitiveness.

### **Research Methodology**

In this paper we have used mainly secondary data, the source of secondary data are global competitive index as well as current management techniques which are employed by the various companies. Apart from secondary data we have also used some primary data and their source are opinion and vision of the different experts in the field of management.

### **Limitation of the Study**

This study has the following limitations

- Non-availability of sufficient data and literature.
- This paper has been given a focus on inputs of management which have been required to change them in modern.

### **Analyses the changing Pattern of Management for Global Competitiveness**

Institutions play a pivotal role in making the business globally competitive. Individual with the legal and administrative frame work to generate wealth which determines the institutional environment of business organizations. The recent financial and economic crises have made the importance of sound and fair institutional environment more apparent. Managers should abide by strong ethical practices in their dealings with the government other firms and the public at large. The private sector should be transparent which can be brought about by using standards as well as auditing and accounting practices that provide information in a timely manner.

### **Infrastructure**

For ensuring the effective functioning of the economy extensive and efficient infrastructure is essential well develop infrastructure can reduce the effect of distance between regions. Factories and businesses need electricity supply that is free from interruptions and shortages so the businesses and factories can work properly. Besides a good telecommunication network provides a rapid and free flow of information which increases overall economic efficiency.

### **Macroeconomic Environment**

The stability of macroeconomic environment is important for the overall competitiveness of the country, but macroeconomic stability alone cannot increase the productivity of the nation. The fiscal deficit and inflation rates have to be contained. The public debt has to be kept at sustainable levels. The economy of the country cannot grow in a sustainable manner unless the macro environment is stable.

### **Health and Primary Education**

A healthy workforce is necessary for a country's competitiveness and productivity. Investment in health services is critical from economic and moral considerations. Basic education is essential to support business development and it also increases the efficiency of each individual worker. A worker who receives little formal education can only carry out manual tasks and it is difficult to them to adapt more advanced production processes and techniques and they contribute less to innovations.

### **Goods Market and Efficiency**

Quality higher education and training is crucial for our country to move up the value chain. Beyond simple production processes and products we need to develop a pool of well educated workers who can perform complex tasks and adapt rapidly to their changing environment and the needs of the production system. For constant upgrading of workers skills we need to provide on the job training to them.

### **Goods Market Efficiency**

There should be minimum government intervention that hinders business activity so that we can create the best possible environment for the exchange of goods. Distortion or heavy taxes have to be removed which hindered competitiveness in international trade. We have to pay attention to demand conditions such as customer orientation and buyers sophisticated which determine market efficiency.



### **Labor Market Efficiency**

The labor market should be efficient and flexible so that workers can be placed to their more effective use and provided with incentives to give their best effort in their jobs. They should have the flexibility to shift workers from economic activity to another rapidly at low costs. Men and women have to be treated at par at their workplace.

### **Financial Market Development**

An efficient financial sector should be created which can cater to the requirements of nation's citizens as well as those coming from abroad. It can challenges the resources to entrepreneurs or investment projects with the highest expected rate of return. The banking sector needs to be trustworthy and transparent while providing loans to private sector to health support sophisticated financial markets.

### **Technological Readiness**

We have to use information and communication technology in daily activities and production processes for increasing efficiency and innovativeness. The firms operating in the country should have access to advanced products and the ability to use them. Countries at a less advanced stage of technological development need to pay more attention to FDI which often plays a key role in providing foreign technology.

### **Market Size**

The size of the market also affects the productivity of the firm and allows them to exploit economies of scale. For countries with small domestic markets trade has a effect on growth by including both domestic and foreign market. We can give credit to export driven economic in geographic areas that have single common market.

### **Business Sophistication**

In the production of goods and services sophisticated business practices our well suited for higher efficiency. The companies and suppliers from a particular sector ought to be interconnected in geographically closed groups, by which efficiency is increased and greater opportunities for innovation is products and process are created.

### **Innovation**

New technological and non technological knowledge can give rise to innovation. Non technological innovations are closely related to know-how skills and working conditions that are part of the organizations, sustainable gains can be made by improving institutions, building infrastructure minimizing macro economic instability or improving human resource. Less advanced countries can improve their productivity by using existing technologies or making improvement in other areas. Firms in our country must design and develop cutting-edge products and processes to keep a competitive edge.

### **Conclusion**

It is concluded that in modern era, entire world is a single market it means any one can buy and sell the goods across the country. In this competitive world only those companies can be sustained which are updating their techniques and management perspective. In this light it is also clear that cost factor, technology environment, education, market efficiency, labor efficiency, financial assistance, technologies, market size, business sophistication and innovation are a key factor for sustaining their business in the market and such type of business can easily compete with a other companies which resulted there is significant changes in balance of payment. However, these factors have been significantly contributing in global competitiveness index.

Now days in management there is a significant changes have been made by the managers like advanced and sophisticated technologies. This technique rarely helps in global competitiveness. When we talked about management it consists as we manage men, men managing things, managing men is equipping them, empowering them and inspiring them for excellence. Thus, it is clear that we need to bring significant changes in manpower, infrastructure, advanced technology, innovation, education and health etc. to compete globally. In the present scenario, there is a cut-throat competition among the companies how they can sustain to companies to change in management practices for the betterment and competitiveness of the business. Before new management technologies most of the companies ignore infrastructure, macro environment, health and primary education , good market condition , market efficiency, labor skills, financial assistance, advanced technologies and business sophisticated and innovation but any company cannot sustained in the market if they have ignored these all factors. All these factors have its own importance in the global competitiveness world. In this light the recent governments of India given a focus on make in India campaign, the reason behind to launch this campaign to compete with global competitiveness. If the management adopts all above factors the output will be better quality and it will have fewer prices and also sustained the economic environment of the country. In such condition company can easily compete and serve in the competitive market.



## **References**

1. Agnihotri Prafulla (1997), "Achieving Global Competitiveness through Flexibility in Management: A Conceptual Analysis". A research paper presented at and published by IIT, New Delhi at an International Conference on Management of Technology.
2. An initiative of the Ministry of Commerce & Industry, Government of India C/o Confederation of Indian Industry.
3. BEL, G. and WARNER, M., (2008): Does privatization of solid waste and water services reduce costs? A review of empirical studies. *Resour Conserv Recy*, 52, 12: 1337–1348. ISSN 0921-3449. COLLINS J. N. and DOWNES B. T., 197.
4. Hax, A C and Majluf, N S. (1984) *Strategic Management*. Englewood Cliff New jersey, Prentice Hall Inc.,
5. Rugman A. etal., (2011) the regional and global competitiveness of multinational firms, John H Dunning centre , Henley University of reading page no. 2011-003.
6. Marthak Piyush (2015) *Global Competiveness: A strategic perspective* published in *Econo.Philica.com* Issn: 1751-3030.
7. The Global Competiveness Index Report 2016-17.