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Challenges that can make or shake the worth of manager

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Abstract

Whether you are a sales leader, marketing manager, or customer service manager, all business leaders face common challenges. The business world has evolutionary nature. History has proved only those managers who were visionary enough to forecast the coming changes survive successfully. Now-a-days, the managers have not only the traditional issues and problems to tackle; they also have to deal with the challenges of 21st century. If these challenges are known beforehand then they can provide a good start in the right direction. In the present paper the focus is on studying the challenges that the managers of 21st century have to face. Some guidelines and qualities of managers are also studied which can help him to get the advantages of the opportunities available in the environment.

Keywords: Challenges, Qualities, Innovation.

1. Introduction

If we talk about traditional marketing, the main focus was on the product to be sold to customers with the sole objective of profit through sales volume whereas in modern marketing the focus has been shifted to product that satisfies consumer needs with the objective of profit through consumer satisfaction. No doubt, modern era has emerged with lot of opportunities for the business person to survive and flourish but it will not wrong to say that opportunities and challenges go side by side.

Today's marketing manager is being facing great challenges whether it is from technological front, legal front or from ethical front etc. and the biggest challenge in front of managers is persistent change. As well said that "Ignorance is no excuse" And if the manager does not remain vigilant for the changing environment then he cannot get desired victory. Like, a famous personality has said "You can't do today's job with yesterday's methods and be in business tomorrow.

2. Major Challenges before Managers

The changes of the environment cannot be ignored by the organization and the managers must have to design and execute different innovative mechanisms to cope up the changes. Some of these challenges are:-

2.2 Technological changes

A perfect balance between strategic and tactical decisions is very crucial. There has been what is called as "information explosion" –a new technology that is making society 'ultra' and 'mega'. The rapid technological changes involving the use of techniques of electronic data processing and use of computer to stimulate higher order thinking, demand managers to take decisions regarding heavy investments, size of organization, controlling system, etc.

2.3 Scarcity of Resources

Most small businesses have more ideas for marketing their products or services than they have funds available to execute these strategies. Prioritizing expenditures becomes of paramount importance. You must allocate these resources where they will have the strongest positive impact on sales. The challenge in this allocation process is that the business owner may not be certain about the likely effectiveness of a new marketing tactic. Experimentation takes place-even guesswork. In some cases, you may guess wrong and the sales results from the tactic are disappointing.

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2.4 Sociological changes

Changes in demographic features like continuous changes in life style, composition of work force, rate of literacy of population are impacting organization and its functioning. As consumers are more knowledgeable and conscious of their rights now a days so the managers must try to win them by providing goods and delivering services by becoming more consumer oriented. Even the increasing role of teams and interdependence between persons and organizations is demanding the managers to deal with multiple relations and complexities of management.

2.5 Dealing with uncertainties

It is not possible to reduce uncertainties to a zero level as uncertainties prevail in every area whether it is credit market, government regulations, technologies, etc. Therefore, the business has to concentrate on reducing the level of uncertainties, which can be done by making strategic plans before the time that these uncertainties effect your business. The era needs more reactive short term focus with the need for informed long term strategies.

2.6 Implementing innovations in right perspective

The modern manager has to be innovative. It means he has to see the potentiality, profitable opportunities and has to exploit them. Innovation means commercializing the inventions of inventors to produce better goods and services which yield both satisfaction and profit or we can say that manager has to implement the inventors ideas. The focus of innovation can be on the introduction of new product, new method of production, new market, new source of supply of materials, or new organization. Here, the major challenge before the manager is not only to introduce the innovation but to introduce it in the right perspective.

2.7 To win customers trust and loyalty

Today's customer is more informed, more vigilant, and more demanding. The managers cannot make use of the traditional concepts to deal with the modern customers. He has to give something which can be valued as extra by customers as compare to the products or services offered by the competitors. Once the business gets a new customer the focus must be on his satisfaction along with the satisfaction of existing ones. The challenge is to promise and built a fruitful relation with customers so that there trust and loyalty can be won.

2.8 To show worth of business in global area

It is the time when the Indian companies cannot remain confined to the national boundaries. They have to join the rat-race of total globalization. They have to show their worth by standing in par with world class companies. Because of reforms of 1991, in which LPG concept was introduced the avenues of success in the global market have opened. As there is diversity in the economic, political, legal, socio-cultural, and so other attributes of different countries so the challenge before the manager is to go global along with facing the challenges brought in by these diversities.

2.9 Outdated present managerial experience

As the environment is facing vibrant changes so even to remain at the same level managers have to run fast. In old days experience was meant to be gained by practicing the concepts in real situations. But today, its meaning has

changed. Now it means molding the concepts and bringing novel ideas to apply in the real situations. Managers cannot remain dependent on their previous knowledge. They have to keep themselves updated with the knowledge of fresh ideas, applications and innovations which are taking place not only in the national context but in the international also. They must be multi skilled with a fusion of cross-functional knowledge, multi-disciplinary experience. In short, they have to be more vigilant and creative.

2.10 To observe the ethical values

Ethics are the norms or standards which govern the activities of a manager. They define what is right and what is wrong. But it is not as simple as it seems to be because what is ethical in one country may be treated as unethical in some other. So here the manager has to decide for which values he has to treat himself as ethical relativist, for which values, as ethical absolutist and for which as ethical Universalist. He has to follow some fundamental core human values: good citizenship, respect for human dignity, respect for basic rights, and equity.

3. Coping Up With the Changes

“Diversity of thoughts is necessary to face the new challenges”

Change is a natural phenomenon and is inescapable. The rule is “you can run but not hide.” The managers have to decide whether they want to accept the changes for betterment or to remain receptive to face a downfall. A manager who cannot manage to master the wave of change, collapse sooner or later like extinct species. There are some guidelines which can help the managers to face the challenge. These are:

- Deep understanding of the change
- Scanning of environment to find out opportunities and threats
- Being optimistic about the change
- Preparation of strategies to meet the changes with provision for meeting the ambiguous situation.
- Preparation of contingency plans for possible predicted outcomes.
- To be sensitive towards social responsibility
- Accelerating the pace of organizational development
- Effective use of employees capabilities, competence and skills
- Refreshing the knowledge from time to time
- Being vigilant about changes in political structure.

4. Qualities of a Good Manager

The changes can be managed by only those managers who possess certain qualities. Some of which are:

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|------------------------|---------------------------|
| 1. Loyalty | 2. Understanding |
| 3. Courage | 4. Risk taking ability |
| 5. Communication skill | 6. Interpersonal skills |
| 7. Imagination | 8. Anticipation of future |
| 9. Empathy | 10. Dedication |
| 11. Competence | 12. Analytical ability |

5. Conclusion

Managers are the backbone of organizations, specially the large ones. They are a vital link between a organization and its external environment. The managers are responsible for company's success and failure because they are the one who implement the organizational strategies on a day to day basis. But the task of managers is not so simple, they typically face

many challenges. If these challenges are left unidentified or are overlooked then these can bring down the motivation level of managers as well as the employees. So the managers must understand the importance of changes and must make appropriate decision to invest in the changes in such a way that the challenges can help in making the managers role more worthwhile.

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