

COMPETITIVENESS AND INNOVATIVENESS IN MANAGEMENT -2012

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ABSTRACT

Management is required on each and every level of organization to succeed with business activities. Good management is the boon for companies, whose can lead the organization to prosperity. In the present era of Globalization, The companies have to face varied dynamic challenges, to tackle all these challenges the management of company should be innovative and competitive. Now companies' management by using their strategies and tactics split the major task in to small group of activities and divide them among the concerned groups. As in retail sector some companies use their innovative management ability to compete the competitors either in terms of advertising or selling and try to cover the maximum market share. In telecommunication sector, Mobile SIM companies, management are using their innovative strategies to attract the customer on economical price, even provide the extra talk time and free seconds with new as well as old SIM, still they earn higher profit.

Thus the innovativeness and competitiveness in management is required to transform the business from unfavorable situation to favorable situation and earn maximum profit with customer satisfaction.

Key words: *Levels of Organization, Competitors, Market share, Customer satisfaction, Dynamic challenges.*

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INTRODUCTION

Management is one of the important concept which is required on each and every level of organization to succeed with business activities .Innovativeness in management brings the changes in organization, These changes may be lead the organization toward prosperity. In present scenario, most of company's management using democratic style through which employee even customers get a chance to says their views in management. A good management is one which utilizes the available resources efficiently and produce maximum quality product with customer satisfaction. Customer satisfaction is one of the primary motive of any organization ,for this the good management go for market research and generate the views and requirement of prospect customer in new product .and then management uses their innovative tactics to satisfy the need of customers.

“Management is an activity of working with others efficiently”

The focus of innovative management is to allow the organization to respond to an external or internal opportunity and use its creative efforts to introduce new ideas, processes or products .Innovation process can be viewed as an integration of organization, technology and market .Innovation management involves workers at every level in contributing creatively to a company's development, manufacturing, and marketing. Without adopting competitive strategies, it is not possible for R&D to be efficient; innovation management includes a set of tools that allow managers and engineers to cooperate with a common understanding of goals and processes.,. It leads towards the continuous development of a company.

The idea of business sustainability attracts more attention. Therefore innovation management has never been as central as today since multi-national firms, government agencies, World Bank, and IMF are seeking solutions in recession. Innovative management plays a more important role in the current economic climate. Innovation and competitive management strategies are the key to tackling the slow recovery of economy, and to solving unemployment issues.

In any organization the innovative and competitive management ability depend upon these skills.

TECHNICAL SKILL

The technical skill implies an understanding of, and proficiency in a specific kind of activity, methods, processes, procedures, or techniques; it involves specialized knowledge, analytical

ability within that specialty, and facility in the use of the tools and techniques of the specific discipline.

HUMAN SKILL

This refers to the ability to work with, understand and motivate other people; the way the individual perceives his superiors, equals, and subordinates, and the way he behaves subsequently. The person with highly developed human skills is aware of his own attitudes, assumptions, and beliefs about other individuals and groups; he is able to see the usefulness and limitations of these feelings.

CONCEPTUAL SKILL

This skill involves the ability to see the enterprise as a whole; it includes recognizing how the various functions of the organization depend on one another, and how changes in any one part affect all the others; and it extends to visualizing the relationship of the individual business to the industry, the community, and the political, social and economic forces of the nation as a whole.

EFFECTIVENESS OF INNOVATIVE MANAGEMENT IN VARIOUS SECTORS

1. COMPETITIVENESS OF MANAGEMENT IN PROMOTIONAL ACTIVITIES-

Promotional activities are the means which attract the attention of the customer and make them ready to purchase the product. Under the promotional activities the companies uses various modes like advertising, personal selling, publicity etc, according to their operation. The company's management applied their innovative strategies to make advertisement fruitful .They put the slogan which reflect the realty in customer life somewhere .The innovative management follow such kind of tactics which helpful to coverage mass group of customer through promotional means. By the promotional activities the awareness about new as well as old product increased. Due to the competitive management skills the companies enlarge their market share and successful to increased the sale and customer satisfaction. Some companies management produced series advertisement like Product Idea Mobile SIM .In series advertisement of IDEA SIM film actor Abhishek Bacchen deliver every advertisement these kind of advertisement put a special impact on customer memory while consumer go for shopping in mall and shop so he also found the sign board of same product on shop or mall .Through these way of advertisement the consumer buying prospect defiantly changed , he become ready

to purchase the same product .These kind of competitive skills lead the organization on peak of success and companies get succeed to retained the customer for long time with customer satisfaction..

2. COMPETITIVENESS IN PROJECT MANAGEMENT-

Project is a task which may be large scale or on small scale. The management of these project must be vigilant toward his work and he should apply the innovative strategies to split the major task in to small group of activities and divide those activities among concerned groups and set their starting as well as finishing time of job, for this management uses project evaluation technique like CPM (Critical Path Method) ,PERT(Performance Evaluation Review Technique).The competitive management is one who check the feasibility of project on time to time, So project could be completed on time by using available resources. A good project is that which increases the employment opportunity and society could get benefit a lot after completion of project.

3. COMPETITIVENESS OF MANAGEMENT IN BANKING SECTOR-

Banking sector is one of the leading sectors of countries which consist of both private as well as public sector banks. Banks provide the liquidity to the market. To run the banks and further branches successfully the management must be pro-active. Due to the management competitive ability these banks are able to sell their wide financial product line includes Loan, Insurance, and Deposits etc. The main motive of management of any banking organization is to provide the information regarding the customer finance as easy as customer wants, for solving this problem management use their innovative skills and brought a concept Mobile banking through which a customer can get his financial information on his mobile and received many offers and schemes. This kind of facility helpful to save the time of consumer and banker, can utilized their saved time in other financial activity.

4. _COMPETITIVENESS OF MANAGEMENT IN TELECOM SECTOR-

Telecommunication sector is one of the major sectors of countries. It provides a mean of communication to each other. There are vast resource of telecommunication spread throughout the world but all these were underutilized, Now the scenario has changed, the innovative management applied competitive strategies to utilized these resources and provide a

sophisticated mean of communication to the society which is helpful to make life easier. In mobile means of communication the facilities like 3G, 2G even Wi-Fi provided to customer on affordable price with these facility consumer can access the world by a single click on mobile screen with fastest speed. Through the management innovative and competitive strategies these facility not only give customer satisfaction but succeed to enlarge the sale of telecom sector and improvement in the standard of living of society.

Objectives of Research

1. To measure the impact of innovative managerial skills over telecom sector and how it is helpful to change the standard of living of peoples
2. To study how banking sector is reformed by following the competitive management skills
3. To study how management competence influence the sales and buying behavior of consumer through promotional activities.

Hypothesis

1. Every organization would like to invest in promotional programs, but management skills make differences in utilization of investment.
2. Financial requirement of companies changes according to their operation.

RESEARCH METHODOLOGY

1. **Universe-** It include entire field of management because management is an multi disciplinary approach used in each and every organization either working on micro level or macro level.
2. **Sampling-** In this study, I have opted some specific sector where competitive management is required to produce fruitful result. These sectors like Telecom sector, Banking sector, Technology sector, promotional activities (Advertising) has selected.
3. **Data collection-** In this study, I gathered the data through personal observation and Secondary data.

ANALYSIS OF RESEARCH

EFFECT OF MANAGEMENT INNOVATIVENESS ON BANKING SECTOR

Banks are the palace where the people save their funds. The management responsibility is to create the synchronization between deposits and creditability banking management applies their competitive skills to cover the large market share customer satisfaction.

Hypothesis- I Financial requirement of companies changes according to their operation.

YEARS	Year 2009		Year 2010		Year 2011		Year 2012 (Expected)	
	Private Banks	Public Banks	Private Banks	Public Banks	Private Banks	Public Banks	Private Banks	Public Banks
Customer satisfaction	Low	Moderate	Good	Moderate	High	Increased	High	High
No of new accounts open	Reduced	Increased	Moderate	Good	High	High	High	Good
Financial product line	Short	Short	Enlarge	Moderate	Long	Enlarge	Longest	Longest
Investment by existing customer	Withdrawn money	Increased	Increased	Increased	High	High	High	High
No of branches	Increased	Increased	Increased	Increased	Increased	Increased	Increased	Increased

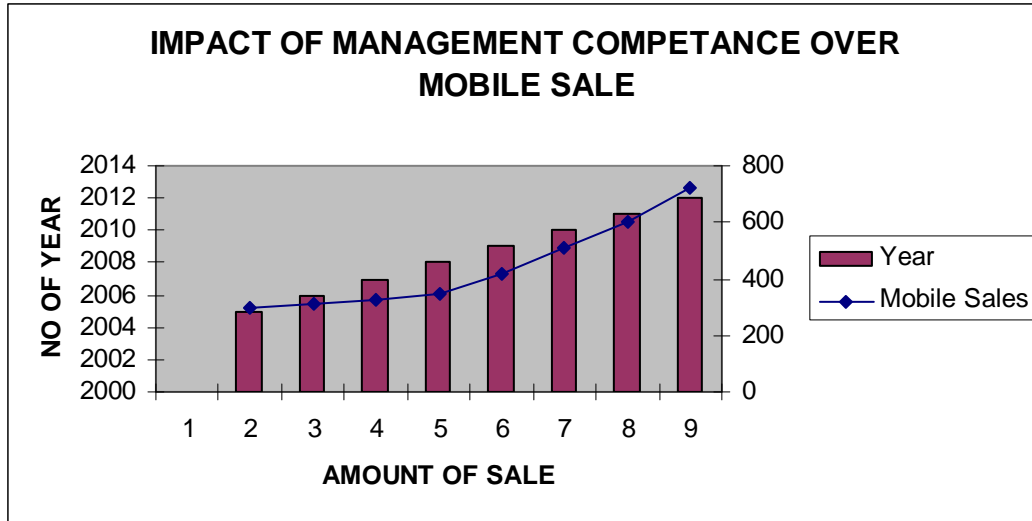
INTERPRETATION-In the above analysis, financial services provided by private and public banks are classified in five sub categories on which study has done. In 2009 customer satisfaction was low towards private financial system because the people had much trust on government banks and its policies. In 2010 the private sector banks increase their facilities to cover the large group of people after than the people started to open their accounts in private banks. In the year 2009 ,financial product line was limited but till the end of 2011 banks enlarged their financial product line according to customer requirement.In 2009 the existing customer withdraw money from private banks because recession was prevailing in the economy, in this period people shown their confidence in public sector banks but number of branches of banks increased every year.

EFFECT OF MANAGEMENT COMPETANCE OVER TELECOM SECTOR

In telecom sector the company's management split the market in various segments and then available the more offers and scheme for mobiles as well as SIM in weaker segments to enhance the sale and market share.

Year	Mobile Sales	Value added services	New offers
2005	300	MODRATE LEVEL	Mobile SIM
2006	310	Internet on slow speed	Companies available
2007	325	2G	Many offers
2008	350	Multimedia with less application	And scheme In market to
2009	420	HIGH LEVEL	increased
2010	510	3G Wi-Fi	Sale and enlarge market
2011	600	Multimedia with high Applications	share
2012	720	More features	

(Amount in Average Billion USD)



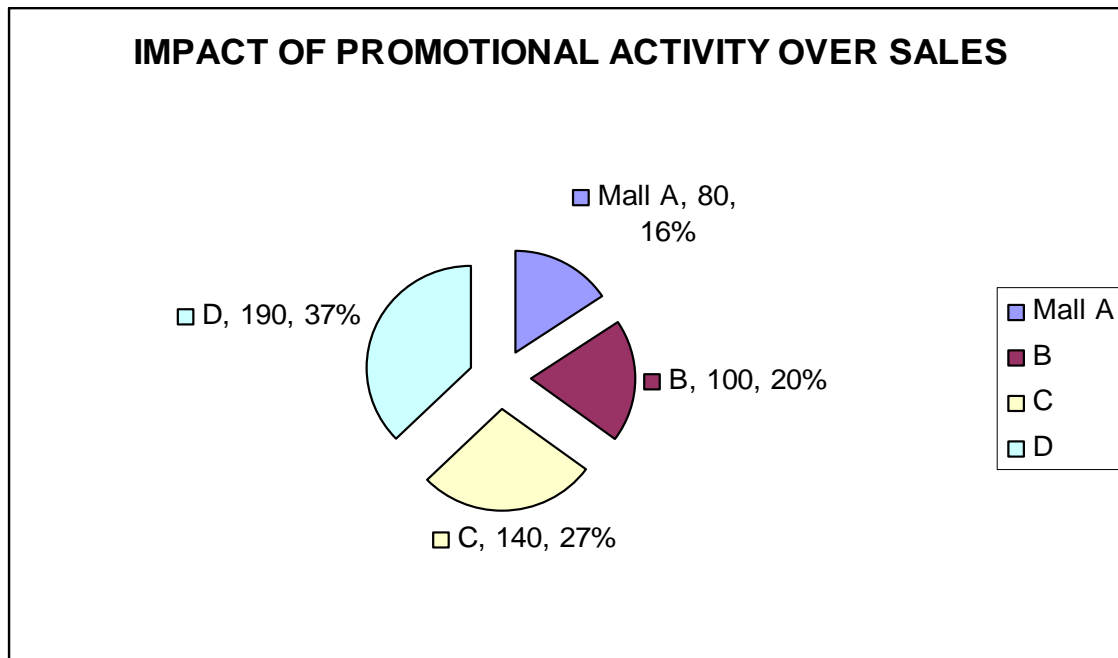
Interpretation -In the above analysis ,from 2005 to 2008 the mobile companies provide moderate level facility due to which the sale was increasing but diminishing rate, because in this period mobile was costly instrument and call rate was also high, but by beginning of 2009,the companies uses their innovative skills and offer various scheme with affordable price and many high-tech facilities ,So mobile sale has been started to rise with incremental rate and mobile became a basic needs for human being.

EFFECT OF MANAGEMENT INNOVATIVENESS IN PROMOTIONAL ACTIVITIES

Promotional activities are the mean which directly impact the buying behavior of customer. Here we selected a sample of four malls (selling point) and study the impact of promotional activities over sales.

Selling Point	Sales(percentage)
Mall A	80
Mall B	100
Mall C	140
Mall D	190

Hypothesis-2 Every organization would like to invest in promotional programs, but management skills make differences in utilization of investment.



Interpretation

In the above analysis, I have studied the sales of four malls, which is effected by promotional activities of organization. In Mall A, the sale was very less because there is no use of much advertisement and other promotional activities, but in Mall D the sale is very high because the management utilized their innovative strategies and advertises their products.

FINDINGS-

1. The competitive management has changed the scenario of banking sector by enlarging financial product line and by Mobile banking facility to the customer.
2. The competitive management succeeds in telecom sector by offering various scheme and offers in mobile SIM and Internet facility with high applications helpful to coverage the large market share with customer satisfaction.
3. The innovative strategies in promotional mix help the companies not only to sale the product but customer retention and satisfaction for long time.

CONCLUSION-

Thus a management competitive skill leads the organization from unfavorable situation to favorable situation. Effective management is one who utilized the available resource in such a

way to produce the maximum and give customer satisfaction and improve standard of living and provide the benefits like Employment opportunity, Pollution free Environment to the society.

At last but not least, I want to say in this research paper competitive and an innovative management strategy leads the organization towards prosperity with customer satisfaction.

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