



Role of Managers in changing business organization

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Abstract

Today business is a powerful weapon to increasing the growth of any economy in that country. Business is any commercial activity that pursued primarily with object of earning profit of those, on whose behalf the activity is conducted. Business process is depended upon, the role that are performed by managers. Mangers are critical factor behind the successful business. Therefore in this current research the various roles of managers in a business are define, though secondary data that was available in pervious related research papers and other secondary sources.

Keywords: manager, business, profit etc

Introduction

Management is an integrated force of activities carried out in the organization. Management process includes planning organizing coordinating directing and controlling, which main purpose to achieving a pre define goal of an organization. Managers are play a decisive role in all management process. They sets plans rules and organize all activities and monitoring them. They are also responsible for themselves and their staff. Mergers are also play important to motivating the individual employee of an organization and also provide proper environment for their subordinates as well as their workers, so that organization goodwill will also increase. That are why it is highly importance to define the roles of manages in business organization, which are carried out in this article.

Literature review and discussion

As Henry Fayol defines, "To manage is to forecast and plan, to organize, to compound, to coordinate and to control".

Harold Koontz says, "Management is an art of getting things done thorough and within formally organized groups".

Accounting to Mc Farland, "Management is defined for conceptual theoretical and analytical purpose as that process by which managers create, direct, maintain, and operate purposive organization though systematic, coordinated cooperative human effort".

Mary Parker Follett defines management as the "art of getting things done though people".

George R. Terry define management as a process, "consisting of planning, organizing, and controlling and accomplish the objectives by the use of people and other resources".

Louis Allen, "Management is what a manager does".

Herbison and Myers, "Management is rule making and rule enforcing body, and within itself it is bound together by a web of relationship between spurious and subordinates.

F.W. Taylor, "Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way".

Roles play by a manager in changing business Environment

Today business environment can changed day by day, because there are different marketing strategies can be adopted by a manager. So it is very difficult task to define the all the roles of managers in changing business environment, but there has been a number of studies on what mangers actually do, the most famous of which conducted by Professor Henery Mintzberg in the early 1970s. Every Manger play important roles in following areas: Interpersonal Roles, Informational Roles, and Decisions Making Roles.

Interpersonal Roles

- Leadership role: Mangers act as leaders for their workers, organization and performing responsibilities for everyone in group.
- Liaison Roles: A manger has to maintain contract with higher management and their subordinates. Similarly he has also make relations with external environment such as attending meetings and functions etc.

Informational Roles

- Monitoring Information: A manager always gathering data and information about his organization and outside the organization, that effecting his business. This information is collected by annual reports and with personal contracts etc.
- Organization's Spokesman: A manager also act as represent his business, while dealing with outsiders. This is done though letters, telephone calls and also done though personal meetings.

Decision Making Roles

- As an decision maker: A manger can take decisions regarding all the matters of organization, such as arranging the various sources, and marketing strategies decisions etc. Mangers has also negotiate with outsiders for taking certain decisions regarding prices.

- As a conflict handler: There are a lot conflict among employees as well as against with each other with in same business. A manager has to act as a resolving disputes among them. He always tries to settle various disputes so, that they work accounting to the concerned objectives of an organization.

Conclusion

Managers roles is very crucial in an organization. In present study, we can say that the success of an organization is totally depended upon roles performed by managers in an organization and it is different from organization to organization. The more complex or big organization, results more crucial roles performed by a manager. It is essential in today that a manger can properly handle all the salutations and take a effective decisions, so that a organization achieving their objectives. So we can say that a lack of manager's roles in an organization does not running properly.

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