



INFLUENCE OF SHAPING THE MANAGEMENT THOUGHT THROUGH COUNTRY CULTURE

Dr.Kandarpa kanti Hajra
Assistant Professor
St.Xavier's college
Sripally,Burdwan,-713103
West Bengal

Abstract

India emerges in the forefront in the global business. Management is a systematic way of interaction between interpersonal relationships. It may be noted that while Western design on management deals with the problems at superficial, material, external and peripheral levels, the Indian concepts of management inspired from various religious and philosophical books of our country contained ideas which help to tackle the issues from the grass roots level of human thinking because once the basic thinking of man is improved it will automatically enhance the quality of his actions and their results. In Indian Ethos, a great emphasis is placed on knowing oneself. Though the corporate world believes more in materialistic and commercial values, spiritual and ethical aspects are becoming equally important aspects while conducting business. Spiritual wisdom and leadership qualities are well depicted in mythological epics and ancient stories of India. Our history and culture have also insisted on welfare of humans, animals, environment and nature. Though uncommon, leadership based on ideals, transparency and integrity, ethics, spiritual values and moral excellence is desirable for all organizations.

Keywords: Management, Indian culture, ethos, influence, thoughts.

Objectives: To understand the influence of Indian ethos for emerging management thoughts

INTRODUCTION:

Every civilization has its own culture. Cultural enriches gradually, developed to civilization that in process of time become its distinct identity. Cultural growth reflects in its development, its nourishment and its survival. Culture can embrace many in one, contradiction in creed, rigidity of religion and multiplicity in myth, diversity of dynasty. Gradually the uniqueness of arranging many into one that actually gives the

harmony of co-existence has been back seated. Glory treated as the as the right of their own, and considered it will exist till end.

Management is not new to India. The present perception that Management was introduced by the Westerners is wrong. Management has been described and displayed long back in our epics. Ramayana, Mahabharata and Bhagavad Gita are the greatest contributions to the Indian Management. Few examples from these epics are Lord Rama's team building to win over Ravana, Sugreeva making alliance with Rama to get back his kingdom, Lord Krishna's preaching Arjuna to be detached while performing duties, etc. As we all know, the first quality any manager should have been "one must try to manage oneself". Bhagavad Gita gives the best way to make you perfect. Gita also enlightens us on almost everything that is there in Western Management Thought like-vision, leadership, motivation, excellence in work, achieving goals, giving work meaning, decision-making and planning but unlike the Western thoughts which are materialistic, Gita's thoughts are more at human thinking level.

It is a matter that in quest of arresting our attention where our surviving business is seeking independence of others in terms of policy and performance. That must be criticized as the inability of countries own diplomatic liability or the predominant factors of economy, constructed obviously by them, in their hand. But one of the most notable factors that we practice to ignore is our intrinsic cultural and its implementation in our business. its spreading, surviving and marketing. We perhaps can march in the century if we able to amalgamate the culture with criteria, policy with probability and uniqueness with universality

Influence of Indian concept and culture: -The ethics and customs, though in vibrant variety, influences notable in Indian business behavior and gradually it became part and partial of their unique identity. The basic agricultural economy and its uncertainty helped Indian to develop patience and passion, which made them singular of growing with perseverance in their basic psyche.

Management has been described and displayed long back in our epics. Ramayana, Mahabharata and Bhagavad Gita are the greatest contributions to the Indian Management. Few examples from these epics are Lord Rama's team building to win over Ravana, Sugreeva making alliance with Rama to get back his kingdom, Lord Krishna's preaching Arjuna to be detached while performing duties, etc. The epic book of Bhagavad Gita has not only guided our personal lives but also has shaped the context of managerial decision-making and building an ethical decision-making ecosystem among Indian professionals. The Indian culture inspired from these Holy Books always emphasize the concept that the ethical ideology is always espoused at individual level that leads the managers to contemplate the issues and determine the right way to behave and make decisions at a professional level.

India has started the journey in trading and commerce, very astonishingly almost five thousand years ago. Needless to say, the it has become very mature and successful in transaction and creating a language of commerce in its own, and simultaneously better understanding and flexible receiving others too. In gradual designing of their interpersonal relation throughout the world India has grown in different era –ancient, medieval and modern.

Methodology: The significance of indigenous business concept is always an appealing subject for the members of social and management studies. To express the understanding of this subject, different secondary data has been used. The books, journal of eminent authors, who has contributed in this area, has taken in consideration. The emphasis is given on the realization and understanding from available information of previous authors. Speech of experts of various streams in different occasion which is available in digital platforms are also instrumental of access the data. Previously attended seminar of academic life return back to realize the multilayered argument of the subjects. All, in together helped to express in black and white about the topic.

Conclusion: - Distinctiveness in culture is an important aspect of argument and analysis. Different culture has its own historical background, it's also having a distinct method of communication. This separate cultural identity played a big role to develop a unique culture of communication. Our traditional history, the social practices, and the influence of surroundings always silently imposing its effect on our culture and our communication. Though there is some basic similarity in human nature. The impulsive reactions, the emotional expression, sorrow, joy, love...etc. but the colloquial spontaneity of Expression and different body language present others unfamiliar and foreign to us. The apparent differences made us to be judgmental about the people and place of other land. The idea that can conjugate different cultures into one is the underneath ethics. At a time of global convergence of cultures, it is of utmost importance for us to hold on to something that is so close that would give us the impetus to go all the way. When we talk about Transformational Leadership and achieving a super ordinate goal, it makes so much more sense when we could draw inspiration from Arjun in the battlefield and the advice given by Lord Krishna to motivate him. Sri Krishna gave not only spiritual enlightenment to Arjuna (and to all of us) but also the art of self-management, conflict management, stress &, anger management, transformational leadership, motivation, goal setting and many others aspects of management which can be used as a guide to increase our managerial effectiveness.

Reference:-

1. Loomba, A., Survir, K., Matti, B., Antoinette, B., & Jed E.(2005) Post-colonial studies and Beyond. Durham and London: Duke University Press.
2. Said,E.(1978). Orientalism. New York:Pantheon.
3. Thieme, J.(2001) Post-Colonial Studies the Essential Glossary. London and New York: Continuum.
4. Loomba, A.(1999).Colonial ,post colonial.London:Routledge.
5. Paranjep,M.(1993). Decolonization and Development: Hind Swaraj Revisited. NewDelhi:Sage.
6. Prakesh, G.(1995). After Colonialism: Imperial Histories and Post-Colonial Displacements. New Jersey: Princeton University Press
7. Rushdie, S.(1995). Imaginary Homelands : Essays and Criticis,1981-1991. London:Granta.