

EMERGING TRENDS IN MANAGEMENT IN LIGHT OF GLOBAL AUTOMATION TECHNOLOGY

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ABSTRACT

The business world and its complexities is at its peak of myriad changes, due to the extreme rise in numerous and unique customer expectations, as well as business aspirations. The constantly changing business environment should be able to adequately and sufficiently accommodate more managerial aspects that are not just limited to the four stages of the management process, namely planning, organizing, directing and controlling. It is customary that management operates in line with the principles of planning, organizing, directing and controlling resources in order to meet organizational goals. Management must have goal perspective and shared vision in order to make strategies holistic, people centric and sustainable.

Keywords: *Management, Human Resource Practices, Smart Practices, Automation Technology and Strategy.*

INTRODUCTION

The topic of emerging trends in management in light of global automation technology is extremely relevant one, as it is highly topical in accordance with the manner in which the global business environment is ever changing. This notion is reaffirmed by a statement included in a report by McKinsey (2017), which positions that “advances in robotics, artificial intelligence, and machine learning are ushering in a new age of automation, as machines match or outperform human performance in a range of work activities, including ones requiring cognitive capabilities.”

In light of the above, this topic remains continuously relevant and with the growing need for and continued use of different forms of technology in various business industries, there is future scope for more research to be undertaken. Thus, the viability, feasibility and application of the research remains relevant today, tomorrow and for years to come. Trends in management practices in light of the use of global automation technology is an extremely contemporary topic and its validity in the business world is pertinent because organizations need to increase and maintain efficiency levels that are in accordance with the specific structures that have been instituted by the various governing bodies and entities that monitor them. Advancement requires paying attention to details, versatility and agility.

RESEARCH METHODOLOGY

This research is intended to evaluate how best management policies can be designed and implemented in such a way that they remain continuously innovative, in order for every enterprise to meet its set vision and mission in light of global technology automation. By definition, automation technology is “the creation of technology and its application in order to control and monitor the production and delivery of various goods and services.” [Techopedia, 2019]. Moreover, an assessment of the manner in which management practice remains relevant in light of global automation technology is required. Subsequently, it is important to establish the best appropriate methods that can be used to attain this information.

The approach taken was an open-ended one with the intention to collate necessary information that was required to challenge and provide recommendations for the previously stated hypotheses. In terms of the technique, the research analysis was in the form of a Quantitative format. This involved analyzing numerical data in the form of statistics attained. In addition, a Qualitative method was used to collate data. This encompassed examining various concepts, meanings, definitions and characteristics. The influential factors considered were market size, projected growth, video marketing and forecasting trends, which were analyzed in relation to management trends. These include focus on remote workers, innovative marketing strategies, rising wages, artificial intelligence, team brand ambassadors, customer focused organizations, outside consultants, work-life-balance and continued professional development.

In order for the effective synchronization of business processes to take place, systematic coordination under the correct type of management needs to take place. An example of this, would be experiments carried out under the leadership of Professor Elton Mayo in the 1920s. The experiments were aimed intended to examine the link between output and the physical and technical factors (e.g. light levels) that would affect productivity levels and efficiency of the labor force within a factory (Trompenaars and Coebergh, 2014). Furthermore, the same group of employees was placed in different groups under dissimilar supervisors and the result of this evidenced that the performance of employees was different based on the type of supervision that the employees received.

In view of this, emerging technology has played a great role in terms of devising smart and intelligent systems in Management Practices. The key characteristics that assist in making the management process efficient is speed, flexibility, cost, quality and reliability backed by artificial intelligence and automation. These individual aspects will not only contribute to making a business more viable, but also more reliable and profoundly sustainable. It is therefore necessary to assess the adaptation of Mauritian companies to technology automation, as a means to create excellence in management practices.

PROPOSED WORK

This research will benefit businesses and society in that technological advancement is applicable to every business industry in all sectors. The main goal of every business is to generate profit, whilst maintaining low costs in terms of operations and production. It is intended that the findings of this research guide management practitioners and researchers to develop a highly productive and satisfied workforce, which will make a contribution towards business advancement.

This paper is therefore instrumental in creating an awareness of how management and human resources departments must work very closely together in order to design and implement appropriate tools and techniques that ensure the harmonization of business processes and employee performance, in light of global technology automation across all industries. The main research objectives were as follows:

- ❖ To identify and understand the structure and purpose of the various stages of management processes within organizations.
- ❖ To identify and define the various ways in which automation technology has an influence in defining and structuring the business activities of an organization.
- ❖ To identify and establish the various ways in which organizational efficiency and productivity are affected by technology automation, particularly in certain business industries.
- ❖ To challenge the relevance and validity of organizational productivity and efficiency in relation to its ability to remain versatile and adaptable to unexpected changes in the business environment that are mainly influenced by the enhancement of technology.

The hypothesis testing was carried through the form of a case study [primary research] carried out on a multinational company that is based at La Croisette, in Grand Baie in Mauritius. The hypothesis was tested on the basis of the research objectives stated. The outcome was a result of the selected research methodology approach utilized in order to collate data.

Case Study: GRIT

GRIT is a multinational organization that deals in real estate. The company has grown tremendously, since its conception in March 2015. The company is well structured, with the Human Resources Department actively employing staff to sufficiently cater for the human capacity required to keep the organization fully functional, productive and efficient. Within its office spaces, as well as remotely, GRIT makes use of various forms of technology that have influenced and defined the ways that it has structured its business activities. For example, distribution of technical equipment to staff such as laptops, use of video/conference calling in meetings, big

screens for presentations, remote file sharing, use of various electronic processes for business activities and record keeping and so on.

As a result of this, GRIT has been able to develop and maintain organizational efficiency and productivity on a global level. Moreover, through the use of technology automation, GRIT has become versatile and adaptable to changes that can be accommodated in more than one location concurrently or at different times. As a multinational company, GRIT is a good example of a company that strives to pursue continued growth in light of global technology automation.

Empirical research was mainly in the form of secondary data, which was attained using a range of reliable sources inclusive of journal articles, electronic surveys, as well as academic and non-academic sources. Additional primary data was obtained by design and distribution of an electronic survey. However, time constraints were limited, therefore results were based on a restricted sample of information.

In terms of the challenges and limitations of the research, limited time constraints affected achieving accuracy, in terms of conclusions reached on the basis of data collection. Furthermore, the data sample was limited, thus restrictions were present in terms of providing a holistic interpretation of the collected data. As a means of resolve, secondary data was sought, analyzed and considered. It is important to note that despite comparisons being made with secondary data, an inability to access sensitive and restricted data from organizations influenced the nature of the data collated. Access to such information could have improved the statistics and quality of the reported data.

However, this is an already existing trait in many forms of research carried out across a broad spectrum of industries. Data Analysis Automation technology is fast taking over manual processes in the business arena, as well as in the home, educational settings and so on. In addition, it allows for individuals to work remotely from their workstations when necessary, thus increasing efficiency by enabling fast authorized decision making processes. In the case of creating and introducing new software, staff require adequate training and continued professional development courses that are supportive of automation technology systems within the office space. This ensures that employees are always up to date in terms of making use of modern technological systems.

There is a growing need to migrate to the use of more advanced forms of technical equipment and software in the work environment. Subsequently, automation technology is bound to result in an increase in staff efficiency and productivity and it has the ability to improve management practices. It is crucial that organizations ensure that they have mitigation strategies in place to deal with unexpected system failures and other forms of risk that could affect the overall business performance.

Critical Findings and Recommendations Business Relations: The manner in which business experts and their companies relate to each other is crucial in terms of establishing, developing and enhancing themselves as sustainable entities within the business arena. This sets good behavioral precedence amongst businesses and in turn, should have a positive effect in terms of the manner in which the target market relates to the business. This could be measured by analyzing customer response.

In particular, where the use of technology is concerned, adequate introduction and training of staff is crucial, so that they fully understand the type of software or technological processes to be made use of. In such circumstances, the roll out process must be exact in terms of achieving universal coordination, as with most forms of technology, the possibility of system failures taking place is usually the greatest concern of all. Such risk should be avoided, managed and effectively remedied when it does take place.

Business Culture: The culture of a business is influenced by various processes within its organizational structure. Moreover, both the 'organizational and people culture' must operate in unison. Achieving a high degree of synchronization allows for the smooth adaptation towards unexpected changes, predominantly where the use of

technological automation is concerned. For example, in the textile industry, an introduction to new computer hardware, software and machinery is bound to increase both productivity and efficiency, whilst at the same time it bears an adverse effect on the need for human resources, to jointly complete each strategically set task at hand.

A healthy business culture in the industry concerned, coupled with good employer and employee relations can contribute towards developing a structured and satisfied workforce that is willing to work towards achieving the same organizational goals. Subsequently, this could yield positive results in terms of profits gained at a specific given reporting period. Herzberg's Motivation Factor and others, such as the Vroom Expectancy Theory can validate this assertion in that, most employees have an end goal to perform well in order to be rewarded for their input. Employees will also require certain conditions and needs to be met by an organization. In turn, organizations recruit skilled labor or employees with the expectation of a good outcome in terms of performance. However, it is essentially up to an organization how they can positively influence their workforce or members of staff, such that high motivational levels are achieved and maintained at a continued rate. It is vital that, employees are always prepared for technological advancement in the use of new machinery, artificial intelligence driven processes and so on. This prevents an organizational 'culture shock.'

Business Productivity and Efficiency: Several factors affect businesses. These include, environmental, social, political, economic, historical, technological and so on. It is crucial that all of these factors are included when considering the impact that technology has on the level of productivity and efficiency. A case in point is in Zimbabwe [2019], where presently there are limited foreign currency resources, thus this can have a negative impact on certain businesses, which desire to import materials in order to manufacture goods locally; particularly those of a technological nature. Historical factors influence the way in which future technological products are made, as businesses make reference to what has been made before and analyze the pros and cons of past and existing products and/or services, where applicable.

CONCLUSION

In conclusion, this paper outlines and reinforces the concept that trends in management are affected by automation technology. At the same time, the paper functions as a form of record keeping on an assessment of emerging trends in management, in light of global technology automation. Organizations should be readily prepared for unexpected changes within the business environment, as well as internally. This means that management needs to be strategic in terms of aligning its set company vision and mission with management practices, which entail planning, organizing, directing and controlling. Effective synchronization of management practices, technology automation and a fairly remunerated workforce is necessary to build sustainable businesses.

"It's not that we use technology, we live technology"

– Godfrey Reggio

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