

“A Paradigmatic Shift In The Very Dna Of An Organization-And Discussing The Challenges For Changing The Dna Of An Organization”

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ABSTRACT:

Competition defines current business equations. It is multifaceted, impactful and yet obscure in nature. Rapid change and innovation in technology has transformed business in the new ways with which business operates in competitive environment. The pace and magnitude of revolution is so enormous that great unprecedented mutation has taken place so far. The old rigid policies and huge system structures are collapsing and creating new challenges for top-notch business giants. It's a big challenge for juggernaut-businesses to become more agile, pliable and flexible. We must focus on revolutionizing business organizations. A paradigmatic shift is needed to restructure very DNA of organizations. Then, it is important to understand business, its environment, the reinforced challenges and hurled constraints. Then, we must be tuned to rejuvenate innate milieu of organization in response to the external environment.

Keywords: an inevitable change, creating competencies, building stronger relationships, embracing latent opportunities

INTRODUCTION:

A PARADIGMATIC SHIFT IS NEEDED TO RESTRUCTURE THE VERY DNA OF AN ORGANIZATION:

It is about changing the perception towards challenges as adversities and look those as an opportunities. Obstacles are seen as the stepping stone of success. That is possible through

holding new prospects for better future, staying firm and stoic so as become an active game-changer. We need fresh perspective which makes an organization more powerful.

A changing DNA of organization reveals through a paradigmatic shift based on:***strong human networks, the evolved business processes, robust hardwired structures and technical soft knowhow.***

OBJECTIVES:

- 1.To study a way to paradigmatic shift in the very DNA of an organization
- 2.To discuss challenges for changing the DNA of an organization

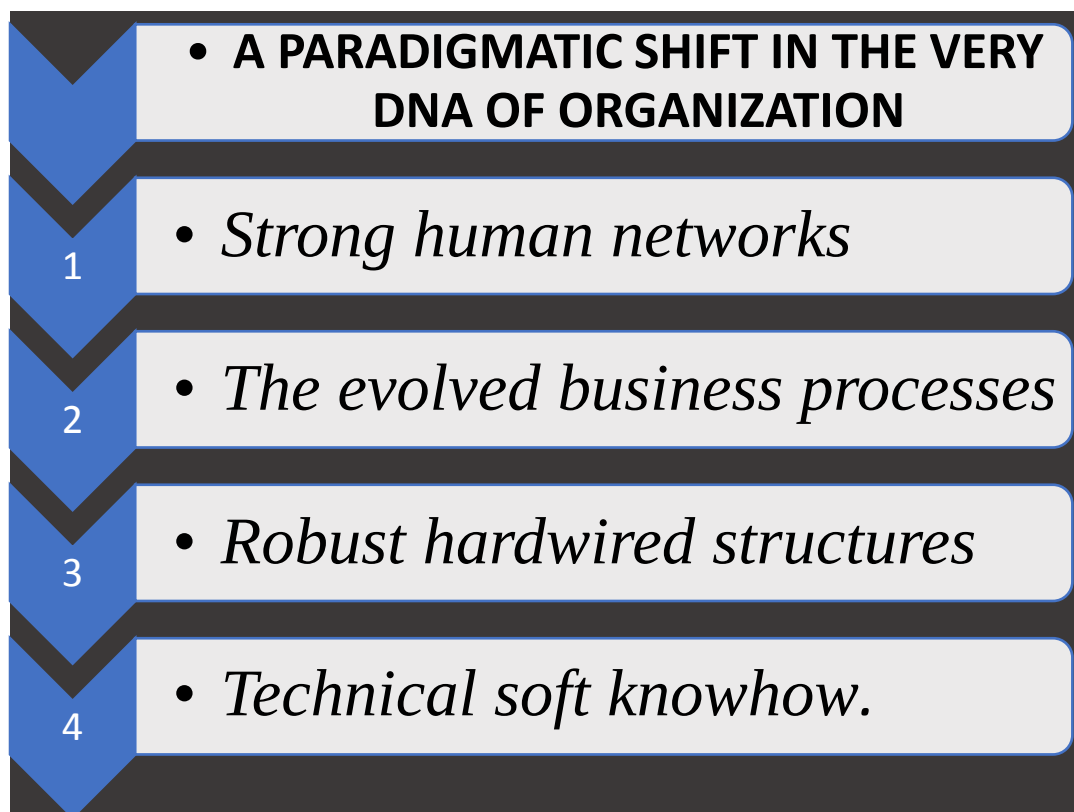


FIGURE 1.A PARADIGMATIC SHIFT IN THE VERY DNA OF ORGANIZATION-

A PARADIGMATIC SHIFT IN THE VERY DNA OF AN ORGANIZATION

1.STRONG HUMAN NETWORKS IN BUSINESS:

Many a times change is about responding with the heightened mindset. It can be about evolved response of entrepreneurs towards change. Vision is the dream of the entrepreneur which is manifested with the help of employees networkssuch as production team,purchase crew, sales force, Human resource staff. They have to establish much stronger cohesive bond

and trust factor with other stakeholders networks such as- suppliers' network, physical distribution system of intermediaries with 1. Merchants as distributors, wholesalers and retailers, 2. Agents as manufacturer's agents or sales agents and 3. Facilitators like banks, transporters etc. To cater end consumer network in thousands can become greatest challenge for such networks. It can be tracked at various touchpoints for glean useful information.

2.THE EVOLVED BUSINESS PROCESSES:

More pragmatic and systematic business processes are laid down at every stage of business. Value addition is adopted at each and every stage of the business process: from raw material supply till after sales customer service. But for that, it is essential that each employee should know his key role clearly and able to comprehend the process of which he is an inseparable part. Next, he must understand the complete process: its elements, functions, its sequence, its technicalities and its effective execution. Then he becomes more effective and efficient in his contributions. He gradually would be able to make changes to modify the assigned process. This can help business to become cost effective and efficient.

3.ROBUST HARDWIRED STRUCTURES:

It can be about adopting massive and radical change in organizational system. Robust structures of Automated machines like CNC machines, computer hardware network can be a stronger preposition to align and implement processes for greater good of business. It can be possible that system can be more well organised through attaining processes with the help of these hard-wired structures which automates and dynamically programmed machines. High costs may be incurred in procuring these responsive and sensitive machines structures but can save time immeasurably. At the same time can have greater productivity and better quality output of the product. Thus self-automated or self-responsive ultramodern machines can lead to operate longer working hour yet exhibit superior performance.

4. TECHNICAL SOFT KNOW-HOW:

Supporting soft technological elements put life in the robust structures which act as a sensitive living organisms. The technological mechanisms make the system far more effective and accurate. This new tech know-how leads towards highly efficient soft touch. Now the equipment that are automated and ready to work in difficult environment where humans cannot work. The machinery can work in higher temperature, very low temperature and

tedious automated processes make them much useful while they are backed by automated programs. That works on logic and many a times beyond human being's potential yet in human control. When used though human mapping of technical know-how in the most sophisticated way very complex decisions can be made and tasks are performed infallibly.

DISCUSSING CHALLENGES FOR CHANGING THE DNA OF AN ORGANIZATION-



FIGURE 2 CHALLENGES FOR CHANGING THE DNA

A. RESPONDING WELL TO A QUICKSILVER CHANGE:

Change is inevitable and quicksilver. Many times it is quick or come unnoticed. Sudden jerks like business loss eg. Satyam scam or meteoric rise like amazon. Influential whiz kid dies out of sudden heart-attack or major illness, eg. Steve Jobs of Apple. Also, Occasionally Supplier becomes bankrupt overnight. Production facility becomes victim of inferno or natural calamity. Nevertheless, we may not cope up with overwhelming and sudden customer response with enormous volumes.

At times change is slow yet discernible. It may be complex also. For example PESTLE analysis of environment gives a fair idea that huge change happens. Change may happen with political vision or economic downturn. It can be a part of socio-culture transition or

technological upgradation. It may be fiscal policy decision impacting on business or has legal implications. But witnessing it and amending own behaviour itself in response to change is difficult and multi-layered. The results of the action may prove that we overlooked the change. If we are more keen and observe minutely the change- we can be more tuned to change. In such cases we must have contingency plan with which we can adhere or rely upon. Eventually we adapt the mutable flux and respond flexibly.

Products, brands, business and customers have existence and have a life-cycle. They born, grow, evolve and die. They have to struggle in environment. They have to strong enough to sustain. More resiliently they respond they are secured. Or if they are rigid they will perish. It always give signs and we must keep eyes open and minds alert. But just acknowledging is not sufficient. We have to use time well.

The organizational DNA facilitates companies identify, expedite and expose hidden strengths and unrealized weaknesses. So that managers can focus efforts on strengthening what works in their organization and amending what does not.

B. CREATING MULTIPLE COMPETENCIES:

It is said that at the top you have to be alone. Reaching at the top is possible but remaining there is never easy without right core competencies. The virtue that takes you there cannot keep you there. Leadership is all about decision making and ability to think unthinkable, expect unexpected and do un-do-able. To be prolific, to be exceptional, to be inimitable, to be innovative and yet to be relevant is the challenge of time and for out of box thinking of entrepreneur and top management.

Distinctive competencies which are really contributing towards the rejuvenation of manager towards a leader are perspicacious vision, communication empowerment, strategic cerebration, competitive advantage and patience. Now managers have to prove as leaders with the willingness to exemplifying by personal example and dynamic reciprocal rapport.

Human resources, marketing, finance, production related competencies have been supported by technology revolution. That is changing DNA of business.

Human resources are recruited and selected. They are trained and motivated. The human capital is an important asset for any organization. Depending upon the expertise of these knowledge workers the adversities are turned out as opportunities. Employing the most competent candidate leads to be the great competence.

Marketing related decisions are taken by marketing and sales team. That is the only revenue generating function in management. Its aim is to keep customers happy and build up relational bond. Similarly customers are pursued for purchasing the products. Stronger is this competency more profit will be generated. CRM software supports them through giving hot leads and insightful reports on daily basis with the appointments of the leads that day. This data can be saved and shared. Some products are pushed and dumped to the intermediaries. Organisation would prefer to produce products that rich and multiple in features and market it to the heterogeneous market instead of segmenting the market and producing products that appeal to a homogenous segment of the market, as this would limit the growth of the organisation.

Finance is the most important function. Money circulation in business is as essential as blood circulation in human body. What is the working capital required, what amount of money is to be pumped up in managing inventory or what budget is to be earmarked for different business activities and what is the impact of fiscal policy impacting on business all these decision are taken by Finance department. Financial competencies lead to saving and proper utilization of money. ERP systems support the efficient usage of organizational resources.

Few decades back, Japanese business thinkers have transcended US business thought-matrix by designing and developing the quality dies. That has brought metamorphosis in the automobiles industry. Also quality initiatives by them made them global leaders. This was not by fluke. They worked industriously and continually through kaizens. Automobile was revamped by them. Now, The automation and robotics has changed the production output in multiples. The production competence have made this possible.

Now, Internet has become indispensable part of business. Those businesses which have not took cognizance of it well in advance are failed. this Internet also has brought the changes so quick that the changes in two and half decades earlier were brought hardly in couple of years. Nobody thought that with the network connectivity the world would be connected virtually. World came closer. Geographical boundaries of business got melted. Time zones are conquered. Social media sites have made connectivity among formal and informal networking very easy. Internet and transnational media companies have helped in blending a cross culture environment in product categories, needs and values. MNCs in every country have adapted to the country needs.

ERP systems like SAP, Oracles has helped companies to seamlessly integrate business

processes of the company. It has made successful attempts to implementation cycles to map the processes and then used well by end user later. The techno savvy people have transformed world the hardwired network and technical soft knowhow. The functional experts could use the ERP even with limited proficiency of technical sort. Their multiple reports and its accurate analysis have helped them to evolve decision making process. That has given marketing managers, sales force, production crew, finance team made SCM related decisions in more informed way. So ERP systems solution competencies have made rapid and incremental changes to get saved and could be used by many business player with authorization given to them by company according to the company policy.

The ability of keeping, collating and storing massive data has become easy through big data and cloud computing technologies. Information Technology has made an orb into a global village. Right leadership mobilize things well. The synergy makes impact of one plus one equals to eleven. The summation of parts is greater than its whole. The recent technologies of IoT and Artificial Intelligence are the upcoming technology which will change the face of business through its revolution. This is rekindling of business.

The significant impact of the advanced soft-technology and globalization will keep continue to influence progress in the Human resourcessphere generating changes both at the organizational level and at the individual level. Regardless of our clear vision for the future, following the study presented, one thing is obvious: learned human capital, differentiating skills, and distinct experience represent the core of interest for international competition.

C. BUILDING STRONGER RELATIONSHIPS AMONGST HUMAN NETWORK:

Companies are understanding and are thoughtful about one evolving dimension of - relationship building- which plays a crucial role in sustenance of the business. *Human Network Analysis* maps the interactions between teams and individuals— grapevine communication that often occurs outside the lines of the organizational chart and hierarchical structure—to identify who employees work with most frequently, who they seek to for advice, who they consider role model and more. The employees are treated as internal customer. They are served well. The end customers are turned into brand advocates. The individual behemoths are considerate and being proactive to accomplish the importance of relationship building also. Competitors snatch your customers and want to remain ahead of the pack. It was seen that companies like Dell and Microsoft pushed aside IBM- the pioneer of PCs.

We must closely associate with the stakeholders of business and impact positively on micro or macro level. We must know that how well the integrated supply chain is being operated. The different suppliers serve to company. Company is also interested in reciprocal lies. The want to have strategic collaboration with supplier at one end and intermediaries at another end.

These all efforts are taken to give right product, in right quantity, at right time, at optimum price to the customers. It is assessed hence how effectively should tracking and sensing customer sales order volume happens or their rapidly increasing demand is being recohered. We may transform ours businesses through serving and delighting customers. We need to know that customer-centricity is the key to success and vice-versa. This makes organizations to make their own mark and revolutionizing them.

D. EMBRACE LATENT OPPORTUNITIES:

We must understand that whether are we market leader or follower or niche marketer. Then we must identify the requisite strategies to take leverage of change. It may be necessary to probetarget market to offer existing or newly developed innovative products. We must know existing market well and pitching of new product there. We must explore newly emerging markets with calculative risk. We may be a local player. We wish to expand and become national or global one. We must understand what decisions and which pool of actions will be profitable in the long run and advantageous for the business. Opportunities for the player would depend on competencies built by company. The opportunities are if unrealized or unrecognized should be seized wisely. There is need of envisioning future through working well on the vision. For that resources are stretched and obsession is underscored that converts dreams into a reality. The employees work on vision and mission, the entrepreneur and top management team define the business. They identify who is our customer group, what is our customer function and which alternative technology can be used. There is the possibility of windfall through competitive advantage emerged through competencies leading to capabilities.

CONCLUSION:

People are resistant to change naturally. Still they have to pave a path of success. It can be about utilizing time and organizational resources well. Or it can be productive across the organization. It can be about seizing SMART goals. We must embrace dormant opportunities. It can be about developing and capturing unique competence among employees.

It is about exercising growth options without delay. A Paradigmatic Shift is expected and discussed in the very DNA of organization- By responding well to an inevitable change, creating competencies, building stronger relationships and embrace latent opportunities.

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