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A DESCRIPTIVE STUDY ON THE CHALLENGES FACED BY THE MANAGEMENT IN PSEUDO-MODERN ERA**SAI JANANI****STUDENT****DEPARTMENT OF MANAGEMENT STUDIES****KARPAGAM COLLEGE OF ENGINEERING****COIMBATORE****A. ABIRAMI****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****KARPAGAM COLLEGE OF ENGINEERING****COIMBATORE****ABSTRACT**

Over the last decade, the business world has been thoroughly evolved. Some businessmen, who were visionary enough to forecast the upcoming changes, survived this change successfully and flourished. On the other hand, many managers and executives fell behind. Now-a-days, each management not only has the traditional issues and problems to tackle, they also have to deal with the modern challenges of management. The contemporary challenges require skills, in-depth management knowledge and a vision to anticipate what is to come. However, there is lot of businesses that is still not optimizing their resources. Just by tweaking their management a bit, they can explore a lot of different possibilities and avenues of success. After all, we live in a world of endless possibilities. Knowing the modern challenges in management can be a good start in the right direction. The paper intends to enlighten the challenges faced by the management during and after the transition phase according to the changing trends. The study has been developed through an extensive literature survey to determine the most common challenges that are being faced by the management in the pseudo modern era.

KEYWORDS

challenges for management, changing trends, adoptability, learning.

INTRODUCTION

Management is doing things right; Leadership is doing the right things"

- **Peter Drucker**

The paper aims to explore the standing challenges faced by the management in the changing environment. Even, the globalization has changed the way managers used to work. The biggest change of the 21st century is that the world has now become a global village, which has brought the whole world as a big, grand global market with lots of problems and headaches for today's managers. This research examines the challenges faced by the management in getting accustomed to the current trend, with regard to all aspects. The management faces many intricacies in adapting to the changes to the pseudo-modern era, which is becoming the biggest management challenge of the 21st century.

Over the last decade, the management of an organization does not only have the traditional issues and problems to tackle, they also have to deal with the modern challenges of management. These modern challenges in management, which are also commonly referred as the management challenges of the 21st century, require skills, in-depth management knowledge and a vision to anticipate what is to come. Knowing the modern challenges in management can be a good start in the right direction. This research work is intended to shed light on the challenges faced by the management in pseudo-modern era with respect to few aspects like diversity in workplace, information technology, learning organizations etc.

CHALLENGES FACED IN PSEUDO MODERN ERA➤ **STRATEGIC SENSE MAKING**

Recently, the new managers face challenge in the area of examining the assortment of information's, an overwhelming array of messages and ideas from various groups like competing stakeholder's interests as they take upon the leadership of the company. Added, the challenges include delivering a successful implementation of performance management which is considered to be a most significant HR process and has gained significant attention from both researchers and practitioners owing to its complexities and perceived problems. For example, the IT companies represent challenges for manager and employees, as knowledge workers are often asked to address multiple goals and projects simultaneously. Thus the management faces multi facetal challenges in setting up the vision and mission according to the changing environment.

➤ **DIVERSITY IN WORKFORCE**

Managing people, who are very different to each other, is also one of the modern challenges of management. The workforce diversity means a lot to the organizations and is now becoming a mixture with different age groups, genders, cultures, races and ethnicities. Managing such a workforce has become a global concern and management challenge. The Management cannot expect the same rule to be followed by everyone. Since people have different values, cultures, ethics, perceptions and personalities, they also have different preferences, needs and requirements. It is, indeed, a challenge for the management people to cater to the entire workforce successfully.

➤ **INFORMATION TECHNOLOGY**

The technology advances rapidly and shows up in media on all sides. This means users, managers at all levels and even competitors pressure the staffs to implement new technology just because it is new. so in the 21st century, it is mandatory for the management and top level people in administration to learn more about computers, internet and other information technology. As the businesses are undergoing a major IT transformation the management requires a collaborated platform to work with more efforts to cope up with the upcoming big challenges around security, data management and new channels. Even the rapid rate of technology change significantly affects ongoing as well as pending strategic ventures across a wide range of organizations and industries.

➤ **THE CHANGE LEADER**

Human resource managers strive to hire employees who fit in with a company's culture. In a period of rapid structural change, the only ones who survive are the Change Leaders, because Change is the norm in our present situation. They must also keep an eye on diversity and equal opportunity as well as both ethical and legal hiring practices. As the people and organizations need to develop the practice of balance in management, the new management assumptions, strategies, and change leadership practices may be implemented in a more balanced and effective way. In other words, a company's culture can be at odds with what's the right thing to do for HR managers. As issues arise, the HR manager must be adept at resolving conflicts between the demands of company culture and those of ethical behavior.

➤ **LEARNING ORGANIZATIONS**

The concept of 'learning organizations' was first presented by Peter Senge. According to his concept, employees, who are committed to an organization, work harder and produce better results. That's why he proposed that organizations should invest in their employees and facilitate the learning of their members. As a result of that, the organization actually develops and transforms itself. To tackle the world-wide shift in the management philosophy and practice is another modern challenge in management. Actually there are many organizations that actually invest a lot of time, efforts and money into their employees' learning and development. However, the challenge for the managers is to strike a balance between facilitating the learning and maximizing outputs and profits. So the business owners may need to overcome challenges in their organizations.

➤ **SECLUSION**

Seclusion (Privacy) is always a delicate matter from the view point of Management. Though the company policies and culture are cordial and open, the Management should come forward to encourage the employees to freely discuss personal details and lifestyles, the HR manager has an ethical obligation to keep such matters confidential. This particularly comes into play when the competing company calls for a reference on an employee. To remain ethical, HR managers must stick to the job-related details and leave out knowledge of an employee's personal life.

➤ **OTHER CONSIDERATIONS**

Business owners may choose to grow their businesses slowly in order to limit the number of management challenges. Growing slowly also allows a business owner to learn various business management techniques for improving their company business operations. Business owners can also outsource certain administrative tasks. Outsourcing helps business owners use other individuals or companies to complete business functions and save time during the business management process.

CONCLUSION

We have thus discussed the dominant issues and challenges faced by the managers and organization and it is clear that the role of today's managers is becoming more and more difficult as these modern challenges in management require a lot of experience and skills, along with the ability to foresee future changes. The foremost work by the HR is to develop sound organizational structure with strong interpersonal skill to employees. Training employees by familiarize them with the concept of globalize human resource management to perform better in the global organization context.

All such challenges like work force diversity, leadership development, learning organizations, seclusion, Globalization, E- Commerce, etc, should be adopted according to the changing environment. This can be best managed by the management should adopt proper HR practices to encourage rigid recruitment and selection policy, division of jobs, empowerment, encouraging diversity in the workplace, fostering innovation, proper assigning of duties and responsibilities, managing knowledge etc. By enthusiastically following all the above aspects the value of human resource can be improved, organization efficiency can be enhanced, and the organization will sustain to survive, by managing all the challenges.

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