

# Public management practices and IT Driven Culture Approaches

Priyabrat Dash,

**Abstract:** *The paper's primary objectives are: to define and examine the main ways in which corporate management practices and techniques can be adjusted to function in the sense of an IT-driven society, to decide which were the best ways for managers to deal with the challenges of managing global teams, to evaluate new guidelines to handle these crises in the modern digital workplace. In terms of meaningful results and assumptions, it is necessary to note those concerning the need to form a range of new management practices and techniques capable of validating the real needs of the current social and economic context in which organizations operate, and the reality that the traditional way in which the management process takes place is no longer sufficient. The paper also provides a set of basic principles to be adopted in terms of defining current management patterns and strategies in the globalized society guided by IT, which today's practitioners could use when creating their own game rules, based on the particular context. Given the complexities of the world, more work should be regarded and undertaken with a view to better understanding how executives need to act in order to truly profit their companies from the benefits of information technology.*

**Keywords:** *Corporate, Management, Organizations, Strategies and Technology*

## I. INTRODUCTION

A global globalization mechanism has continuously evolved—driven by the powerful states' reliable willingness to incorporate as many economies (especially those of underdeveloped countries) that eventually encompassed almost all fields of operation. This has given other businesses difficulty adjusting to their prevailing environmental conditions. As such, as a consequence of the ever-growing changing global environment generated, management has had to contend with more and more challenges.

Measures such as the free movement of labor in many developing and even underdeveloped countries, the liberalization of investment-banking industries, financial capital, etc. made it possible to bring as many businesses into the global economy. While fierce competition at the economic and commercial level is continually intensifying, the effects of these steps were not long awaited. Highly skilled moving / transitioning workers to countries that strongly support innovation and research have created new innovations capable of revolutionizing multiple business

*Priyabrat Dash, Department of Management Siksha 'O' Anusandhan (Deemed to be University), Bhubaneswar  
priyabratdash@soa.ac.in*

areas. A leading area of operation that dominates the present industry is that of IT, communications and audiovisual sector. The performance of the national economies has also been influenced by global competition. And ultimately, the desire to have services/products capable of winning over as many customers as possible has driven other businesses not always to act in the best interests of the world, even though the talk of the city is somewhat oriented towards corporate social responsibility and innovation, sustainability and the potential of the next century.

Globalization's economic hallmark is the interpenetration of national economies embodied in heightened commerce, consumption, and foreign capital. The negative effect of these interrelationships can be a global economic and financial recession (caused by the emergence of in-country imbalances, breaking / stabilizing the external linkage). Even with this possibility, globalized businesses operate across the global economy, focusing on market growth. The paper's main objectives are: to define and examine the primary ways in which corporate management practices and techniques can be modified in order to succeed in an IT-driven society, to decide which are the best ways for managers to deal with the challenges of managing global teams, to evaluate new guidelines in order to accommodate these crises in the modern digital workplace. Given the increasing growth of global economic transfers, it has been noticed that such transactions could be promoted by engaging creative and innovative human capital in high-tech communication and information fields. In the last decade of the century, the preoccupation of professionals in the area of super high-tech IT has become more than apparent. The integrated global economy produces transnational corporations that potentiate a network of interdependent markets; the latter (method) without digitization would not be feasible.

Starting with computer systems able to produce goods suited to the needs of the consumer by automation, high performance, sustainable, diversified and customized items, and continuing with their quick and efficient marketing, production and delivery. In fact, the costs of manufacturing, distribution, and maintenance are drastically reduced for high-tech IT. Arranging the activities of global organizations is, on the one hand, relieved by the use of telecommunications and top-level information systems that create a new way of doing things, while, on the other hand, managing such organizations is the one on the left to find out which is the best way to do business in the new digital environment. As business / production operation preparation is carried out by way of direct / online contact, working appropriately relies on recognizing the momentary shifts in the ever-changing environment.[1], [2]

As such, running multinational companies and strategizing returns more to "here and now," paradoxically even when there are great physical differences and time zones are special. Today, as a direct result of the IT-driven society, several businesses have extended their selling, procurement and production operations in many countries, which they considered appropriate precisely because of the immediate transmission of information, which is so important to extend.

The IT era has helped bring on the new, and the fact that if at the beginning firms were helped to control the markets, now the companies that became giants can consolidate this control to a scale that they could not achieve

without IT, dominating the world economy through advanced information technologies. The performance of many giant commercial, financial firms is largely due to their study, growth and technological innovation help efforts.

The recognition of knowledge-inducing, particularly innovative human potential, has motivated organizations to maintain change. The improved competitive productivity of team members and executives amortizes the investments of organizations with these knowledge-rich human resources. It has been observed that it is not possible to achieve development which ultimately reflects welfare without the stimulation of research and innovation. Facilitating the creation of connectivity through IT produces integrated networks with different dimensions, related at the micro and macroeconomic levels. A very well-established Information Technology based business network can support a control mechanism that can help deter, predict, track and fix all-level / all-type problems and malfunctions. Today's society and economy is much more than ever, firstly digital: through IT, especially with the help of the Web, social media, social networking, companies find it easy to boost their productivity in the economic and social climate but look to be struggling when it comes to managing those circumstances generated by the globalized background.[3]–[6]

Through the use of IT, the most successful companies carry out their extensive activities in different areas, are based on advanced data processing technologies and facilitate their work by reducing bureaucracy, understanding that management needs to raise the flexibility of their strategies and assume a more active role in managerial process adaptation. The rewards of the IT-driven society greatly exceed the drawbacks, the success of a company's operations is apparent from noticing things like: providing access to potential buyers, a more comprehensive knowledge base of competing demand and supply, minimizing advertising travel costs, moving know-how, total time acquired, etc. But perhaps everyone should question ourselves if the management of these organizations should bring this time saved to greater use in order to further maximize the benefits and develop processes and plans to improve the overall performance. Lately, knowledge gained a lot of value, as many specialists and professionals found it a vital tool of the successful business. It can be said to have become a product-which provides an enormous advantage in this dynamic global environment.

It primarily helps IT-based enterprises' human resources to maximize their potential due to a quicker collection of vital information and a more effective, productive operation. Nonetheless, the boss is the one accountable for managing representatives of such teams generated in the digital environment so he has to facilitate communication, tracking and management of the partnerships built more efficiently, better forecasting and challenges predicting. Furthermore, the modern way of working and doing business creates new possibilities remotely / online, relieves certain stress for employees / managers and promotes cost reduction for the organization. The opportunities for businesses to find highly skilled workers on the global labor market are growing and result in better fit in terms of employer-employee that in turn creates a better fit and encourages economic performance achievement.

One benefit for global organization is the flexibility and thinning of area borders, which enables it to identify shortcomings in a remote area, respond accordingly by digital means, understand better and communicate with potential partners or even geographically distant rivals, etc.

Nonetheless, these new facets of business can also pose risks and contribute to problems, causing a change of patterns of applicable management practices, as some activities cannot still be handled in the same manner as in the past, which can have a major influence on the economic side of a market if not dealt with properly.[7]

## **II. LITERATURE SURVEY**

"The primary beneficiaries of the globalization are certainly the staff of transnational firms and those symbolic analyst professionals representing these businesses – attorneys, analysts, , IT experts, consultants and so on ... the developments in IT were one of the big facilitating forces behind globalization." Globalization can be evaluated systematically at the corporate level, according to Hill (2009), through its policy and planning process, corporate governance and corporate responsibility, research and development initiatives, consumer alignment, operational and human resources management, operations and the amount of technology employed, whereas information technology can be viewed as key facilitators. The world is connected by various technological breakthrough.

Digital computing, miniaturization, networking, robots, automation, genetic engineering, artificial intelligence, low-flying satellites, and lasers are just a few of many IT innovations that influence our life. But other information-based industries like medicine, engineering and education have also seen breakthroughs which also rely on technology, computers, and networks. Reports from anyone may demonstrate that globalization created by technological change spreads over into other social contexts such as global culture, politics, and economies to create opportunities and obstacles for the sector. Device, Web and telephony creation and integration shows how these three lead to a connected world.

Globalization factors have influenced structural and policy changes in recent years, at both state level and corporate, thus being regarded as a major environmental influence in shaping of managerial practice and managerial philosophy. As per David C. Thomas, management activity is a dynamic process and, as globalization increases the amount of intercultural interaction in corporate contexts, it becomes more evident that our current understanding of management becomes insufficient to describe and forecast actions in these sets.

As digital technology era emerges as an undeniable global reality, managers are beginning to understand that more thought should be given to new practices and strategies, improved and established in order to take into account all the opportunities and challenges that global cross-cultural organizations and projects imply. As communication boundaries continue to change constantly, businesses need to figure out what the new guidelines are to accommodate such a created common shared digital workspace.

For some companies, their market digitalization has been, and still is, a major challenge, creating a perspective on change management. New as such is the term and everybody is trying to keep up. However, at the individual, organizational and national level the information society should consider its multiple implications. Computers are enabling devices that provide unparalleled access to global communications and knowledge, but they can also be seen as a control tool for those manipulating the information.

"The complexity of contemporary management practices is expressed in the need to enhance management processes referring to different spheres of business operations. One of these spheres is project management, which is now becoming a dominant dimension of management practices." According to Rabi S. Bhagat, Annette S. McDevitt Harry and Charalambos Triandis, writers of the book "Managing Global Organizations: A Cultural Perspective," cultural differences influence, among others, the modes of governance that will be successful, the manner in which developments are likely to occur and become embraced, and many other facets of organizational behavior.

"Future managers must be able to cope with different cultures, complex roles, certain businesses and markets, and different backgrounds. The position of upcoming managers, and the risks involved, will be especially challenging." The corporate teams are a fact of life for both employees and managers in the global business climate, becoming the fundamental organizational structure for many multinationals. The groups of people that collaborate and communicate digitally over time, which contribute to their mutual goals across corporate, economic, and regional boundaries.

### ***II.I. Research Methodology***

The paper's main objectives are: to define and examine the main ways in which global management practices and techniques can be adjusted to thrive in an IT-driven society, to decide that are best ways for managers to tackle the complexities of managing global teams, to identify new recommendations, to meet the modern digital environment generated in this context. The theoretical research undertaken expresses the purpose of developing certain conceptual aspects of global management practices and strategies specific to the contemporary IT-driven society, and of contributing to the further development of the management field by offering a foundation for future research. The research tools used here refer to literature review and study.

After the identification of the key concepts followed, related field studies were defined and evaluated in order to allow the collection and evaluation of the most fitting theoretical material needed to create a picture on the present topic proposed for creation. The collected information includes important theoretical and historical literature reviews which provides a significant history required to present the chosen subject.

### ***II.II. The New Global Management Process and Practices***

Knowing the global business world means understanding how to deal with the threats and rapid changes that can give the new economic agents incentives. More than ever, today's business climate is facing challenges and

inconsistencies created by globalization's domination and digitization. To management there will always be question marks generated by these obstacles surrounding the approaches selected for the organization's future, in order to increase the business ' profitability.

Today, in addition to effective management approaches, digital communication techniques are being developed, which have the ability not only to gain and maintain a competitive edge for the business, but also to control a team of highly skilled and fulfilled staff, willing to further grow and produce creative products / services.

This is why, because of the digital age, management is encouraged to promote creativity and the business environment, providing opportunities for those interested in creating and evolving new business models focused on innovative ideas or disruptive approaches that are distinct from those traditionally known. In this situation, management will follow revolutionary approaches that can not only cultivate the capacity of the human resource, but also drive the company into a groundbreaking future that not only meets the consumer's future needs but also forecasts the new ones and responds to them continuously in an efficient way.

Managerial roles tend to be viewed differently since the managerial mechanism itself, with its processes, is created, established and implemented in a global digital environment in which cooperation, in addition to the participatory aspect, encourages a new type of unrestricted engagement enabled by physical boundaries disposal.

And while, as such, the essence of the management mechanism remains unchanged "regardless of the region in which it is performed, the hierarchical degree at which it is practiced can be accomplished via the practice of the following functions: procurement, structure, planning, preparation and control-regulation," it is important that all find such functions to ensure the consistency of the management process.

Such a top management system's main goal is to provide a view of both transformation and, effective management above all, sensitivity to socio-economic environment where it is placed. This style of must: show experience on the features of the industry; clearly define the position and function of the market within the practical limits and goals; formulate a plan / strategy that will contribute to the achievement of the goals set; take traditional practices into consideration but use digital-adapted processes, methods and techniques. Participate in organizational transformation by building projects that are capable of facing entrepreneurial challenges, determined by the characteristics of the IT-driven society.

Yet progress cannot be done unless the experience is fully grasped. Therefore, only by learning relevant management practices and approaches methodologies—with respect to various specific aspects, of which it is listed the following: management cycle phases; progression and interdependence of management functions; key forms of business development; identifying and predicting the demands of new customers; starting / managing a company or innovation; entrepreneurs;

Knowing the importance of social networks in product placement, in digital promotion, in interacting with loyal / new / potential customers, in easy and convenient online retail, as well as in handling various business practices through the sophisticated use of information technology and communications and, last but not least, in the inter-correlation of markets or interests of different kinds.

The evolving digital revolution reflects on a largely IT-driven society, which also has consequences for business environments that support an increasingly competitive, creative economy. But the dangers in this sense are not small, and they also threaten business managers through the pace of access to confidential data, through the ever-growing capacity to generate innovative ideas, through various ways of accessing artificial intelligence, through the risks posed by the emergence of free digitized communities that can lead to abuse in different environments, which can occur in different environments.

A digital-age enterprise will imply not only growth but also improved and simpler exposure on an extended basis, with social networks, online platforms, offline societies and search engines pushing creative businesses to prosperity. More and more entrepreneurs build helpful relationships and get knowledge, guidance and support from them that help direct their attention on their market development.

This digital revolution often has a significant impact on a business environment, particularly in terms of data management, which leads to a much higher exposure, predictability, transparency of the traditional way things are done. Web use also indirectly configures the enterprise environment and administrators. Of example, internet marketing creates new user experiences that cause a bit of online management often includes costs / investments that predict future digitization risks.

The close relationship between company and its interaction with the "outside" environment must be understood by corporate management. Prioritizing investments into digital infrastructure is thus the secret to handling the future effectively. A suitable managerial strategy can make a difference in the context of rapid technological evolution, but also inhibiting a creative environment can improve the chances of success in the business. The effect of digitization is massive, affecting both employers and employees—particularly from the perspective of changing jobs geared to basic training, and another factor that should not be underestimated at all refers to protection of knowledge.

Nowadays, digital networking encourages the step taken from development to invention to advancement that is to take the innovative product / service and turn it into one that more potential customers can use. The latter leaves us more securely rooted to the desires of our customers. It is a faster and better way to find out what the client / potential customer desires, through interactive feedback, by getting a better idea of what their expectations are and discover ways to meet them.

A notable example is the development of smartphones as a device that can substitute a monitor, a camera, an organizer, a phonebook and so on, a revolutionary and well-loved technology for which cannot be captured in our

lives today. Anyone can see that the foundation for effective management today has to be an investment approach. The manager has to be able to anticipate his or her client's next product or requirement, he or she has to focus on their needs, finding solutions to problems they haven't yet encountered.

Current management prospects and issues are important in the sense where the digital revolution has evolved and the human resources practices continue to change. The warning speed is becoming increasingly evident in all areas of a company's operation, particularly in terms of economic performance, given the fact that high volume of useful information is distributed quickly and often internationally in real time, hence the capacity of a management to reconsider the plan on the go and adjust it to the adjustments that occur will benefit the business evolution.

Means by which managerial strategies will develop in the sense of the IT-driven society should include: promoting workers with strong professional performance; retaining employee engagement in sustaining business activity; enhancing certain managerial skills that help the enterprise cope with changing requirements; developing principles and attitudes that will support business competitiveness;

The big challenge resides in the role of leaders and executives, who must encourage confidence, be willing to organize and motivate the workers who have built this modern digital workplace and use the expertise relevant to it. The aim to creativity for the future via an effective planning mechanism that respects innovative people and encourages them. In this environment, this can make a difference between bankruptcy and success by being able to decide quickly and assume that.

Nowadays, the leader is synonymous with everything interactive, his "split-second" decisions based on real-time information, provided that yesterday's news appears to be just that, and improvements in management need to understand how to include future generations in the cycle. Managers have to have a clear understanding and be able to set well-defined goals, which are not different from traditional roles and functions, but also capable of attracting and maintaining motivated, innovative, high-potential human resources capable of not only sustaining, but also further developing, their strategy.

As a tentative inference, management shouldn't be a series of tips or recites that you need to use specifically, on the opposite, the essence of good management resides in the concept of free licensing to choose what actually fits for you in terms of how to stay innovative and to stimulate and sustain an increased level of innovation, which in effect grows and stimulates the business, making it work.[8][9]–[11].

### **III. CONCLUSIONS**

Today's managers need to show a capacity and power to consider and foresee the new technologies they work and, with an open attitude to transition, and offer them the ability to build on their organizations' expertise for the growth. And their capacity to recognize timely patterns which may affect environmental behavior. Not to be overlooked. Another important skill is to promote a work environment that is focused on expert knowledge that is



invaluable to the client, and to improve it efficiently. Current management's emphasis on transparency and creativity is the key to success, and team members' tasks need to be transparent, allowing the team and self-organize to achieve short-term goals. Law openness makes it much easier to achieve goals, so understanding emerging trends in the area of practice opens up new avenues of progress.

The new technologies have had and have a positive impact on both society and the market environment in general, encouraging exposure to their products / services by more customers as possible, but also fostering innovation by making things not only easier, but also cleverer and faster-increasing consumer experience, predicting particular needs related to such a product / service. Another IT advantage is to tailor the product to the specific needs of potential customers who purchase the product via the Internet –instant reviews on goods and the ability to meet the demands that the company did not know they had when the product was produced. An organization's enemy in the business environment's digital era is unprecedented competition. Management skills are put to the test in this situation, since organizational changes pose a challenge. Furthermore, the manager has to surround himself with competent employees with creative and professional capabilities that are tailored to continuously exceed the initially set objectives.

## REFERENCE

- [1] P. Kotler and K. L. Keller, *A Framework for Marketing Management*. 2016.
- [2] D. Šmite, C. Wohlin, T. Gorschek, and R. Feldt, "Empirical evidence in global software engineering: A systematic review," *Empir. Softw. Eng.*, 2010.
- [3] T. Cantele, *Interculturalism: The new era of cohesion and diversity*. 2012.
- [4] Y. Baruch, Y. Altman, and R. L. Tung, "Career Mobility in a Global Era: Advances in Managing Expatriation and Repatriation," *Acad. Manag. Ann.*, 2016.
- [5] V. Swaminathan, "Branding in the digital era: new directions for research on customer-based brand equity," *AMS Rev.*, 2016.
- [6] P. Singh and S. Verma, *Organizing and managing in the era of globalization*. 2010.
- [7] J. M. Anderies, "Embedding built environments in social-ecological systems: Resilience-based design principles," *Build. Res. Inf.*, 2014.
- [8] ISACA, *A Business Framework for the Governance and Management of Enterprise IT*. 2012.
- [9] A. Zimmerman and J. Blythe, *Business to Business Marketing Management*. 2017.
- [10] G. F. Causin and B. Ayoun, "Packing for the trip: A model of competencies for successful expatriate hospitality assignment," *Int. J. Hosp. Manag.*, 2011.
- [11] D. Urbano and C. Alvarez, "Institutional dimensions and entrepreneurial activity: An international study," *Small Bus. Econ.*, 2014.