CHAPTER - IV

MANAGEMENT PROCESS

INFLUENCED BY E-COMMERCE

4.1 Planning
4.2 Organization
4.3 Staffing
4.4 Direction
4.5 Communication
4.6 Co-ordination
4.7 Controlling
4.2 Planning –

Planning is an intellectual process of thinking resorted to decide a course of action which helps in achieving the predetermined objective of the organization in future. It is the beginning of the process of management. The managers of organization decided by planning when it is to be done? How it is to be done? What is it to be done and who is to do it? The integral part of planning is decision making. It is defined as the process of choosing among alternatives. In the planning process decision making occurs at many points.

“Planning is deciding in advance what to do, how to do it? And who is to do it? It bridges the gap from where we are to where we want to go. Hence planning is a continuous process.”

- Koontz and O’Donnell.

The management faces certain problems such as communication gap between departments Lack of up to date information etc because of planning.

Planning involves the ability to think, to predict to analyze and to come to decision hence it is a hard job.

There is an automatic inflow of information from the customers through the computer links. That first hand information helps in future planning about the product development in E-commerce. The expectations of the customers perhaps are resulting in the brand loyalty and services rendered by the business. It is said that planning today avoids crises tomorrow.
4.2 Organizing -

The world organization is derived from the world “organism” which means an organized body connected with interdependent parts sharing common life. In time the work can be completed in time whenever a principle or technique is adopted so the success or fail were of an organization depends upon the principles to be followed in the organization.

To organize a business is to provide it with everything useful to its functioning. The human organizations and the material organization is two main sections that involves personal: raw material, tools and capital.

“Organization is that process of identifying and grouping the work to be performed defining and delegating responsibility and authority and establishing relationships for the purpose of enabling people to work most effectively together in accomplishing objectives”

- Louis A Allen

Organizing is equally important in E-commerce as it relates to the people in an enterprise it deals with accomplishing the goals of the organization in terms of qualitative and quantitative aspect of man power regarding the placements the roles they play and relations among them with the aim of achieving objectives of the organization.

4.3 Staffing:

Filling & keeping the positions provided for by the organization structure filled with the right people is the staffing phase of management function. The planning & organizing functions follows
by staffing function it includes selection; Recruitment, Development, Training, Promotion transfer, motivation & compensation of personnel.

“Managerial function of staffing involves managing the organization structure through proper and effective selection appraisal and development of personnel to fill the roles designed into the structure.”

- Koontz and O’Donnell

A particular number, apart from the customary staff, has to be added i.e. persons having complete knowledge about the Hardware, of computer operators, software and ability to chart skillfully on the computer the sales processing with E-commerce has to be done via computers completely.

4.4 Direction -

Direction means use of leadership and motivation to guide the performance of subordinates towards the achievement of the organization goals and it is also a vital management function.

It is called management in action because it alone stimulates the organization and its staff to execute the plans. The work performance is related to the planning organization and staffing.

“Direction is the interpersonal aspect of managing by which subordinates are led to understand and contribute effectively to the attainment of Enterprise objective.”

- Koontz and O’Donnell
In Direction a manager influences the actions of his subordinates. After all preparation for the act manager plays important a role to complete the actions from others.

In E-commerce we should need the ability to take quick decisions. We should need more concentration and their should be correct directives to the sales force on computer is equally important.

4.5 Communication -

Communication means sharing information, feelings, thoughts, experiences with each other through speaking, writing and sending a message. Communication is a to way process\(^5\) including interaction and feedback for effective communication the communicated information should be understood and the means used to transfer information should be suitable and should be send in a right direction.

“Communication is the process which involves the transmission and accurate replication of Ideas ensured by a feedback for the purpose of eliciting actions which accomplish organizational goals.”

- William Scott.

“Communication has been defined as the transfer of information one person to another whether or not it elicits confidence but the information transferred must be understandable to the receiver.”

- C.G. Brown

In E-commerce the communication is done via electronic mediums for example - computer. In this process a person can communicates his message directly to the receiver there is no third
person involved with the help of direct communication the doubts, questions, can be asked and clarified on the spot. So there is no barrier. In the process of communication E-commerce communication has more speed, accuracy and reliability in E-commerce with the help of internet chatting and negotiations are possible.

4.6 Co-ordination -

Effective co-ordination is a necessary function of management. It is the essence of good management. Every modern enterprise includes various types of departments and sections which are assigned different task to perform these departments and sections are classified on the basis of there specialization. although each organization is distinct in many respects there is a common core problem faced by central management of every business concern i.e. setting up goals. there goals can be reached only if there is perfect co-ordination and good communication among all concerned departments, production, sales, finance, marketing, personnel, research and development and Information Technology these departments exist in an enterprise.

According to New man “Co-ordination is a part of all phases of administration and that it is not a separate and distinct activity.”

“It is more accurate to regard co-ordination as the essence of manager ship for the achievement of group, goals as the purpose of management each of the managerial functions is an exercise in co-ordination.”

- Koontz and O’Donnell
In E-commerce, co-ordination is a very important because the orders are received on computers but that orders to be delivered only with the efficiency of other departments. So there should be effective co-ordination among all departments as well as co-ordination is essential for the receiving orders through E-commerce and the orders received by traditional ways.

4.7 Controlling: -

Controlling is one of the very important process, in any organization. It includes if actual activities are performed according to planned activities controlling involves evaluating the performance, applying corrective measures so that the performance takes place according to the plans. Controlling involves three basic steps.

(a) Establishments of standards.

(b) Measurement and comparisons of results against standard and

(c) Taking corrective actions.

“Control envisages a system that not only provides a Historical record of what has happened to the business as a whole but pinpoints the reasons why it has happened and provides data that enables the chief executive on the departmental head to take corrective steps if he finds he is on the wrong track.”

- Earnest Dale

“Management control is the process by which managers assure that resources are obtained and used efficiently in the accomplishment of an organization’s objective.”

- By Robert N. Antony
Controlling plays an important role in the profit of business in E-commerce i.e. the success of the business up on the effective control. No control means of harmony of individual effort towards maximum wastage and loss; effective control assures minimum loss and wastage. It stands equally important in E-commerce.
References:


