

# In This Globalization Period Why Studying Management Is Important And Helps To Get Job

**Dr. Rubina Parvin**

MA in english with B.ed , MBA in HR and Marketing Phd in management .  
Assistant professor in management ar University of Burdwan CDOE MBA

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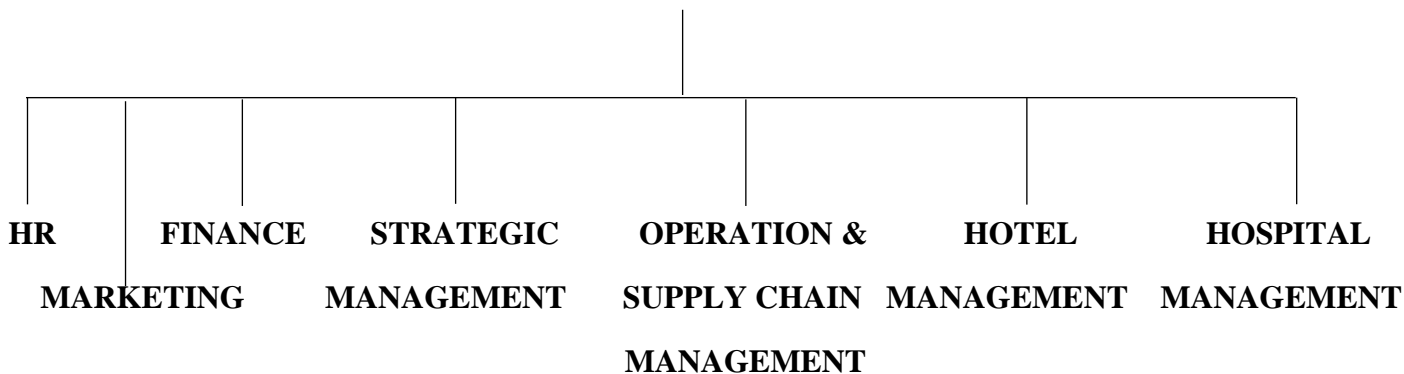
## ABSTRACT

According to UN, in this international, globalization period there are international competition in different products, services, techniques, procedures etc. According to Korten, at different period, there are different demands in the society. Researches is to be done to know the recent market demand and catch the market in this competition period. According to Henri Fayol, in this period professional and technical studies are very important to get job (ILO).

## INTRODUCTION

According to Julie Zhuo, every organization needs management people for helping the organizations to reach their goals.

**There are different branches of management.**



According to Rachel Hosie, role of HR in management should be –

- A HR should have the capacity of doing planning, controlling, communicating, coordinating, directing and proper recruitment should be done by him.
- He should do performance appraisal, performance evaluation regularly through which promotion training and counselling should be done so that the organization can reach it's goal.
- He should perform in the organization logically, scientifically and establish good relation in the organization and also establish healthy and friendly environment to motivate the employees.
- Proper researches and forecasting, strategy report which will be nationally and internationally should be done by him.
- He should act as a autocratic, democratic and specially situational leadership should be done by him.

- As environment is dynamic so due to change of technology externally there creates an effect in the internal environment in the organization. At that time the employees become stressed, tensed and try to resist the change. So proper training, counselling should be given to the employees to overcome the resistance.
- He should be enough skilled and always be updated with current knowledge.
- He is also sometimes related to labour welfare and do his work according to the different labour welfare acts to protect the organizations and the employees of the factories.
- He should take correct decision because his decision is very important as implementing his decision will reach its goals.

## **IMPORTANCE OF MARKETING MANAGEMENT**

According to Julie, Ruth, Levy, Osterle Brand Management now a days playing a very important role.

Any brand which has good will in the market, another manufacturing company will try to deal with them. But the Brand will also examine the products and the role of marketers to convince the Brand is very important.

Now price is also very important. Because in different territorial place different prices are kept. So marketers also visit different region and collect the information to the organization.

## **CUSTOMER FEEDBACK**

Customer feedback is present in every sector. So according to customer feedback again the organization will work.

Before days Sales man visit door to door for selling.

Many sales man have no idea about the marketing course.

A work done after getting a proper knowledge, marketing management skill, communication will be best.

As this is a globalization period so there are many companies in the market and without proper presentation, skill and communication the marketers cannot sale and capture the customers and market.

And marketing place if do better they are also promoted.

Their roles:

- Presentable
- How to talk or introduce the customers
- Ready to clarify all queries
- In any cost convince customers

Without a proper marketing management knowledge and training these are impossible.

The survey marketers visit different place and bring the extrenal-internal information to the organization.

Actually the marketers deal with the customers need, desire and demand.

According to Steve, Guengerich, again marketing people select channels. Identify which channel to be selected so that product will have goodwill and the customer's awareness will win positively.

To reach the retailers, wholesalers, the marketers are sent.

## **IMPACT OF TECHNOLOGY**

Marketing is one of the popular degrees in the US. It is currently 13<sup>th</sup> most popular out of 384 topped ranked subjects.

According to Paladesh, Digital marketing is playing a vital role.

Different posts in marketing management,

- Marketing research
- Customer behaviour identifying
- Brand manager
- Advertisement
- Digital marketing
- Market survey
- Public Relations
- Sales Manager
- Event marketing

## **IMPACT**

Students will get job in any place after completing this course.

According to Eric T. Anderson, in retail marketing, wholesaler marketing also needs marketing people.

From average students to good students, everyone will get job.

Now a days, in the newspaper or in other advertisement there are recruitment of marketing people.

After studying marketing management and after working and gathering experience, skills, knowledge there is a great opportunity of becoming an entrepreneur.

## **OBJECTIVES**

Importance of marketing management

- Analysing marketing strategies and customer perception to drive profit.
- Awareness of the brand or product will increase sales and give information to make decisions for making profit to the organizations.
- Understand psychology, sociology and make products according to their demands.

Customer feedback which can be read and analyse and make strategic decisions.

According to Charles Lindsey,

Marketing manager plays a very important role in public relation. Help to develop the communication skills in the profession.

According to Brain Vacant,

The marketers can forecast the demand and supply (which is changing). Work in different projects clients portfolio, work on marketing projects for the company. Establish relationship with the customers, shops, malls and is a philosophy of both sides winning.

People doing Doctorate in this field help them a lot and makes to doctorate easy.

According to Elizabeth Cicchetil, this course helps to improve good communication skill also.

### **IMPACT**

According to Heckes, without knowing the market strategy or demand no organization can do project and this role is followed by marketers.

According to Wiebman, in this competition age sales and marketers have a great scope in career path and also have opportunity to explore or innovate.

There are good opportunities in both public and private sector also.

E-commerce is also a part of marketing. E-commerce is a new thing but have captured a good position in the market.

According to Rather, Kuzia, Lobanova,

B2C, Digital marketing is a modern term in this age which can be done by studying market management.

Science persons have to work closely with marketing individuals to understand who will use the product and create medication

e.g- A man have to take a drug five times a day but he forgets due to a daily life activity. The marketers will explain this to the scientist and he will make the safe drug that only once a day will be taken.

Achievement in present and future.

A marketing person can become a entrepreneur in future. This is the very much important career for a marketing person.

Now a days marketing is related to :

- Rural Entrepreneurship
- Woman Entrepreneurship
- Tourism management

According to Laura Wood, event management is also a type of marketing management. It is also done to capture market and entertainment marketers team also visit different countries to know the scenario of political, cultural, economical, social and financial conditions and give the information to the organization

### **IMPORTANCE OF FINANCE**

According to Inter-American investment corporation, finance is the pillar of any organization. Funding from many agencies are also related with finance management. Finance managers also evaluate the finance market regularly. They actually research the return on investment regularly so that the organization can reach its goals.

### **IMPORTANCE OF STRATEGIC MANAGEMENT**

According to Robert S. Kalpan and David Norton and Peter Drucker, strategic management plays a vital role in an organization. They evaluate the external threats(SWOT) and cope up with the changes by forecasting.

### **IMPORTANCE OF HOTEL AND HOSPITAL MANAGEMENT**

According to Anamparand, now a days all hotels and hospitals recruit people who are qualified on hotel and hospital management.

### **IMPORTANCE OF OPERATION MANAGEMENT**

According to Nicole Willson, operation management helps to identify the time, process, service and selects a proper place for making a factory or office by determining the demand, resources and other factors related with the factory establishment so that the organization can easily gets its profit. Raw materials, efficiency, equipments, quality control are also determined by the operations manger.

### **IMPORTANCE OF SUPPLY CHAIN MANAGEMENT**

According to Aarol Maltas, now a days supply chain management also plays a vital role in the market.

Management studies also helps to maintain the ethics, moral values and also helps to maintain the sustainability and green bond.

### **LITERATURE REVIEW**

After independence, management education is established in India. According to Sanjeela Sahevy, in education there is a revolution change. Panadiker told that now people will not live only for bread and cloth. Management education can make people help to live their life with their basic needs easily, also motivate people to work hard and manage people to work logically and scientifically. According to Agill, management education can only be linked with the global market competition.

### **SAMPLING**

Sampling is the part of the whole which represents the whole. Out of 200 organizations, I have chosen only 5 organizations at and nearby Kolkata. Here I have used the lottery sampling method to represent my work. I have chosen organizations at and nearby Kolkata so that I can visit different organizations and collect data. As I recite at Kolkata it helped me a lot.

### **DATA COLLECTION**

I have collected data by interview so that I can get accurate answers. Many employees have avoided but still most of the employees gave their interview which helped me to represent my work.

I have classified the five organizations in respect of experience, gender, income and age.

### **ORGANIZATION - 1**

#### **EXPERIENCE**

<b>NO. OF YEARS</b>	<b>NO. OF EMPLOYEES</b>
0-5	5
5-10	3
10-15	2

#### **GENDER**

<b>MALE</b>	<b>FEMALE</b>
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6	4
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### INCOME

MONTHLY INCOME	NO. OF EMPLOYEES
20000-30000	5
30000-40000	3
40000-50000	2

### AGE

NO. OF YEARS	NO. OF EMPLOYEES
25-35	5
35-45	3
45-55	2

### ORGANIZATION - 2

#### EXPERIENCE

NO. OF YEARS	NO. OF EMPLOYEES
0-5	8
5-10	1
10-15	1

### GENDER

MALE	FEMALE
7	3

### INCOME

MONTHLY INCOME	NO. OF EMPLOYEES
20000-30000	6
30000-40000	2
40000-50000	2

### AGE

NO. OF YEARS	NO. OF EMPLOYEES
25-35	5
35-45	3
45-55	2

### ORGANIZATION - 3

#### EXPERIENCE

NO. OF YEARS	NO. OF EMPLOYEES
0-5	5
5-10	3
10-15	2

#### GENDER

MALE	FEMALE
6	4

#### INCOME

MONTHLY INCOME	NO. OF EMPLOYEES
20000-30000	5
30000-40000	3
40000-50000	2

#### AGE

NO. OF YEARS	NO. OF EMPLOYEES
25-35	5
35-45	3
45-55	2

### ORGANIZATION - 4

#### EXPERIENCE

NO. OF YEARS	NO. OF EMPLOYEES
0-5	8
5-10	1
10-15	1

#### GENDER

MALE	FEMALE
7	3

#### INCOME

<b>MONTHLY INCOME</b>	<b>NO. OF EMPLOYEES</b>
20000-30000	6
30000-40000	2
40000-50000	2

### **AGE**

<b>NO. OF YEARS</b>	<b>NO. OF EMPLOYEES</b>
25-35	5
35-45	3
45-55	2

### **ORGANIZATION - 5**

#### **EXPERIENCE**

<b>NO. OF YEARS</b>	<b>NO. OF EMPLOYEES</b>
0-5	5
5-10	3
10-15	2

#### **GENDER**

<b>MALE</b>	<b>FEMALE</b>
6	4

#### **INCOME**

<b>MONTHLY INCOME</b>	<b>NO. OF EMPLOYEES</b>
20000-30000	5
30000-40000	3
40000-50000	2

### **AGE**

<b>NO. OF YEARS</b>	<b>NO. OF EMPLOYEES</b>
25-35	5
35-45	3
45-55	2

### **CONCLUSION**

Before less population used to study and even few women used to take education but now almost a large population are studying as government is giving many opportunities for getting education and in this globalization



period people are becoming aware of getting education for different purposes. Again in this globalization period professional and technical studies are playing a vital role. Management education (professional education) has many branches so people are studying according to their option, interest, demand which are helping them to get job and also helping them to get their skilled labour and employees which help the organization to do their profit and getting skilled knowledgeable employees according to their requirements. Management syllabus or curriculum are changing with the changing of internal-external environment to cope up with the organizations so that the employees get job according to the demand of the market.

Now the management people are also maintaining business ethics. They are becoming aware of green bond and sustainability so that the organization and external environment maintain sustainability and balance the eco-system.

In this competition period every organization are trying to capture the market so for this good marketing people are needed to do the research of demand and supply of the market. Many private institutions are also opening management education so that unemployment can be removed. Organization should maintain logical, scientific which will help them to achieve their goals. Now a days without being skilled its very difficult to get a job. An organization needs MBA employee specialization in HR, Marketing, Finance, Strategic Management etc. and engineers. Without this education an organization can never ever reach its goal. Again an organization changes with the changing of social, political and economic factors which also effect the changing of management studies.

I have selected 5 organizations and ask management employees 10 questions.

## QUESTIONARY

### 1. Do you agree that management people are needed for every organization?

<b>ORGANIZATION - 1</b>			
<b>5 employees</b>	<b>YES</b>	<b>5 employees</b>	<b>NO</b>
<b>ORGANIZATION – 2</b>			
<b>6 employees</b>	<b>YES</b>	<b>4 employees</b>	<b>NO</b>
<b>ORGANIZATION – 3</b>			
<b>4 employees</b>	<b>YES</b>	<b>6 employees</b>	<b>NO</b>
<b>ORGANIZATION – 4</b>			
<b>7 employees</b>	<b>YES</b>	<b>3 employees</b>	<b>NO</b>
<b>ORGANIZATION – 5</b>			
<b>8 employees</b>	<b>YES</b>	<b>2 employees</b>	<b>NO</b>

### 2. Are all management people efficient?

<b>ORGANIZATION - 1</b>			
<b>4 employees</b>	<b>YES</b>	<b>6 employees</b>	<b>NO</b>
<b>ORGANIZATION – 2</b>			
<b>7 employees</b>	<b>YES</b>	<b>3 employees</b>	<b>NO</b>
<b>ORGANIZATION – 3</b>			
<b>8 employees</b>	<b>YES</b>	<b>2 employees</b>	<b>NO</b>
<b>ORGANIZATION – 4</b>			

6 employees	YES	4 employees	NO
<b>ORGANIZATION – 5</b>			
5 employees	YES	5 employees	NO

**3. Are all management people maintaining sustainability in the organization?**

<b>ORGANIZATION - 1</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION – 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION – 3</b>			
5 employees	YES	5 employees	NO
<b>ORGANIZATION – 4</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION – 5</b>			
8 employees	YES	2 employees	NO

**4. In this globalization period management studies are really helpful for getting jobs?**

<b>ORGANIZATION - 1</b>			
5 employees	YES	5 employees	NO
<b>ORGANIZATION – 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION – 3</b>			
8 employees	YES	2 employees	NO
<b>ORGANIZATION – 4</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION – 5</b>			
5 employees	YES	5 employees	NO

**5. Do all management people maintain business ethics?**

<b>ORGANIZATION - 1</b>			
8 employees	YES	2 employees	NO
<b>ORGANIZATION – 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION – 3</b>			
3 employees	YES	7 employees	NO
<b>ORGANIZATION – 4</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION – 5</b>			
8 employees	YES	2 employees	NO

**6. Are all management people paid good salary?**

<b>ORGANIZATION - 1</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION - 2</b>			
5 employees	YES	5 employees	NO
<b>ORGANIZATION - 3</b>			
4 employees	YES	6 employees	NO
<b>ORGANIZATION - 4</b>			
2 employees	YES	8 employees	NO
<b>ORGANIZATION - 5</b>			
8 employees	YES	2 employees	NO

**7. Are studying management helps to get job for women?**

<b>ORGANIZATION - 1</b>			
9 employees	YES	1 employees	NO
<b>ORGANIZATION - 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION - 3</b>			
4 employees	YES	6 employees	NO
<b>ORGANIZATION - 4</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION - 5</b>			
8 employees	YES	2 employees	NO

**8. Does studying management help to develop skill and communication?**

<b>ORGANIZATION - 1</b>			
9 employees	YES	1 employees	NO
<b>ORGANIZATION - 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION - 3</b>			
5 employees	YES	5 employees	NO
<b>ORGANIZATION - 4</b>			
7 employees	YES	3 employees	NO
<b>ORGANIZATION - 5</b>			
8 employees	YES	2 employees	NO

**9. Does studying management help to do research more scientifically and logically?**

<b>ORGANIZATION - 1</b>			
5 employees	YES	5 employees	NO
<b>ORGANIZATION - 2</b>			
6 employees	YES	4 employees	NO
<b>ORGANIZATION - 3</b>			

<b>4 employees</b>	<b>YES</b>	<b>6 employees</b>	<b>NO</b>
<b>ORGANIZATION – 4</b>			
<b>7 employees</b>	<b>YES</b>	<b>3 employees</b>	<b>NO</b>
<b>ORGANIZATION – 5</b>			
<b>4 employees</b>	<b>YES</b>	<b>6 employees</b>	<b>NO</b>

**10. Are management studies sustainable?**

<b>ORGANIZATION - 1</b>			
<b>3 employees</b>	<b>YES</b>	<b>7 employees</b>	<b>NO</b>
<b>ORGANIZATION – 2</b>			
<b>5 employees</b>	<b>YES</b>	<b>5 employees</b>	<b>NO</b>
<b>ORGANIZATION – 3</b>			
<b>4 employees</b>	<b>YES</b>	<b>6 employees</b>	<b>NO</b>
<b>ORGANIZATION – 4</b>			
<b>6 employees</b>	<b>YES</b>	<b>4 employees</b>	<b>NO</b>
<b>ORGANIZATION – 5</b>			
<b>8 employees</b>	<b>YES</b>	<b>2 employees</b>	<b>NO</b>

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