



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

Sector-9, Dwarka, New Delhi

TRINITY MANAGEMENT REVIEW

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DESIGNING INTEGRATED MANAGEMENT APPROACH IN ORGANISATIONS

Dr. Shaily Saxena

Many organizations both in the public and the private sectors are confronted with stiff challenges to in view of the rapid changes in the business environment. It is important for the organizations to understand the repercussions of the business environment and to design suitable strategies. Integrated management approaches should be resorted to in order to foster development in the face of growing competition and uncertainty.

“The 2009 Guide to Bold New Ideas for Making Work Work”, published by the Families and Work Institute (FWI), reveals that in the face of turbulent economy, best employers are creating imaginative workplace approaches helping employees balance their professional and personal lives. The best Integrated management approaches adopted by organizations worldwide are:

1. Flexibility. Flexibility in the work schedules can be resorted to deal with the problems of layoffs, benching, etc. while flexi hours helps an organization to save costs, it also help the employee to balance his job and home responsibilities in a better way. New initiatives in flexibility also draw on social networking techniques and help employees help each other.

2. 20% Time: Google gives its employees 20% of their time to focus on the items they are most passionate about. This also helps to create a self governing and self regulating environment in addition to enhancing Integrated management approaches. Dan Ratner, senior mechanical engineer Google Inc. spent 20% of his time and developed Street View on a Bike, where he worked to make the equipment smaller and more portable so that people could view the world’s most interesting places that aren’t accessible by Street View Cars.

3. Launch & Iterate: Google releases a new version of chrome every six weeks. It does so to include the valuable feedback of its customers who have used its previous versions. Google believes in the ‘Launch and Iterate’ creative management approach which comes with a prototype of its product, takes customer feedback, improvises the product and re launches it. Constant iteration has led it to become the number 1 browser in the world.

4. Think 10X: If you improve your process by only a little every day, it will help you attain incremental progress. Any big innovative change can be brought about by thinking BIG or 10X. For example Google started Google Books in 2004. When starting Google Books was thought of Google did not have funds, power or resources to start it.

5. Continuing Education. Some best employers are offering educational programs that range from financial literacy initiatives to calculators for helping employees manage their money.

6. Focus on health and wellness. Rice University in Houston has an on-campus subsidized Weight Watchers program open to its 2,700 employees. Collectively, employees have lost more than 2,000 pounds. They also have access to lifestyle screenings and yoga classes, and they can shop for healthy foods at a weekly farmers' market on the campus. These efforts have paid off by increasing people’s commitment and organizational productivity.

CASE STUDY

The traditional water management approaches stressed on a narrow approach of Management. One such narrow approach was the traditional approach of water supply development. The same has been done in the past neglecting the social or ecosystem impacts. The same have now been revamped by water professionals who look at implement the principles of integrated water resources management (IWRM) to address threats from aging infrastructure, climate change, and population growth while balancing environmental, social, and economic needs.

This new term “IWRM” became popular in the late 1990s with the work of Global Water Partnership to promote its use. Although lately this concept has been growing internationally and nationally and has got due recognition, the implementation of the same has been extremely slow.

IWRM principles include all sources of water in planning; addressing water quantity, water quality and ecosystem needs; incorporating principles of equity, efficiency, and public participation in water planning; and sharing information across disciplines and agencies.

There are many advantages of implementing an IWRM approach include better planning and management in the water quality and supply,. This approach makes the management more cost-efficient management. It also enhances the distribution of water between ecosystem needs and consumptive uses.

Despite the exorbitant benefits of IWRM, adoption of the approach has not been seen as soon as expected. The major issues in implementation are the lack of a consistent definition. Also Critiques say that the term “integrated” is too complex to implement as it consists of 41 concepts which have been associated with integration.

Also there are issues with the measurable criteria. Apart from the above stated issue, the Real-life political, social, and physical factors also have made the implementation of IWRM difficult. Thus the water professionals in United States are looking at a greater focus on refining IWRM concepts with the help of research and by quantifying results of IWRM implementation.

American Water Resources Association (AWRA) works on a balanced, professional approach to solving water resources challenges. The main challenge in front of the American Water Resources Association (AWRA) is to implement the concept of IWRM successfully.

Task :Explain how can the AWRA Policy Committee remove the obstacles which are hindering the implementation of IWRM across the United States.

CREATIVITY AND INTEGRATED MANAGEMENT IN THE WORKPLACE

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There was a time when the concept of creativity was thought to be something related to art and thus, artistic professions only. Much was not required to be done by an organization to stand out of competition since the situation was not that intense and there were only few players who dominated the market. With the growing business complexities, however, the mind set was changed. The need to innovate and integrate is much more as compared to older times.

How to Set Up a Creative Work Space to Foster Integrated Management

You can't force someone to be creative but providing the right work space will help them to get the right frame of mind to be creative. Here are six ideas to help cultivate creativity in your company:

1. Be easygoing.

For a free flow of ideas and in creating the productivity of the team members, a relaxed and flexible work environment will help. More fun and humor into meetings, hiring practices, and workplace culture will create wonders.. Humor is one of the biggest catalysts for creative thinking.

2. Bring on people who love what they do.

Hire people that really want to do for what they are being hired. You want people at your company who really care; people who are excited to go to work every day because they believe in the product. Adding people that want to improve your business will be the most beneficial for your company.

3. Diversity among Employees.

Hire people having different knowledge and background and get them to know each other more and more in projects and even company events. Organize more informal settings for employees with different profiles for the exchange of thoughts.

5. Give employees a reason to care.

More your staff feels connected to your company, more they are going to innovate. Make sure your employees are always involved in your firm's strategies and challenges, and invite their input. Employees who are involved early in processes and plans will be motivated to see them through to completion.

4. Implement strategy to execution.

Remember, innovation is only worthwhile if it results in action. Provide the time and resources to develop and implement those ideas worth acting upon. Failure to do so not only means your firm will fail to benefit from innovation, but flow of ideas may well dry up if employees feel the process is pointless.

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INTEGRATED MANAGEMENT SYSTEM APPROACH

Mahtab Alam

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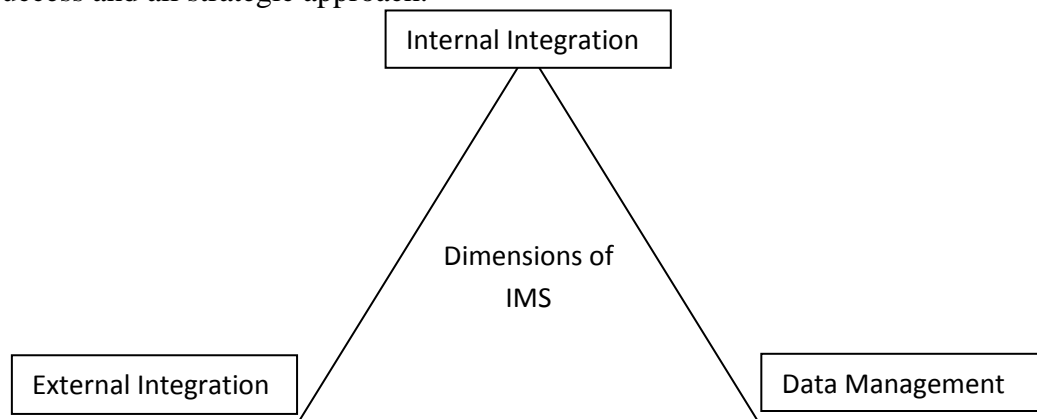
INTRODUCTION

Integrated Management approach focuses on the need of interrelationship between all the stakeholders for the attainment of mutually set goals & objectives. In present scenario all business firms requires integration between corporate office, branches, Functional area, group and individual level. As entire world has become global village because of technology and Internet that is why all business units are require to share, integrate and adopt the global trend for growth & profitability.

Integrated Management System (IMS)- Dimensions

All organizations are required to work on all the dimensions of Integrated Management System to make it more effective. Integration is useful in both short and long run only when it's being created and reinforced time to time to all the stakeholders

1. Internal Integration: It emphasis on the integration between all the factors which are inside the organization and are vital of importance such as policies, functional area, departments and the manpower.
2. External integration: It stimulates on cross exchange of information, culture & trends which are exist outside the organization but required to be studied and organizational planning to be made accordingly.
3. Data Management: It is mandatory for data creation, storage & retrieval in an effective way because this is the tool for organizational decision making. Data management consist MIS(Management Information System) & DSS(Decision Support System) which is key to success and all strategic approach.



Why Integrated System management is necessary?

There are many benefits of IMS for the organization which consists:

- Work flow Simplification – In work flow management appropriate availability of data and integration of all the systems will simplify the tasks and process of work flow.
- Optimized Resources – If system meets the requirements of organization and its objectives then definitely it will enable the systems to utilize all the resources in the development, implementation and maintenance of organizational plans.
- improvement: Performance of employees will be directly benefited through existence of integrated management because it provides them all readily available resources and system which guide and direct them for efficient working.
- Customer oriented- Now a day's all organization has to work according to the expectations of customers which can be done with the help of customer needs, demand & behavioral data available with the MIS. IMS is the source of all these customer driven planning & strategy.

Conclusion :

The integration of management systems is an important tool to reduce the complexity of enterprise management system and therefore it is becoming more and more important. This integrated view of management systems is supported also by the International Organization for Standardization (ISO). The ISO members have made considerable progress in the harmonization of texts and standards structures what leads to the holistic concepts in enterprise management e.g. context of enterprise, leadership. It is expected that in the future the enterprises will be able to meet all requirements only through a single comprehensive integrated management system that will contribute to the enterprise success.

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EXPERT REVIEW

Integrated Management Approach

Prof. (Dr.) Vikas Rao Vadi

Integrated management has been a concept which can be understood in many ways. The same is widely known as the “nonlinear processes and connectivity between problems”. Integrated management is a method of encompassing the “effective direction to all aspects of the organization in a way that the needs and expectations of all stakeholders can be satisfied with the best use of all resources”. Integrated management is consensus-based decision-making. This concept of Integrated Management is holistic and cross-disciplinary and meant to be crucial for balancing potential gains and losses.

Integrated management implementation becomes difficult as it entails different perspectives on value for the formulation and implementation of strategies. The same also needs coherence among the various business functions and harmony among the organization, society, and the natural environment. “Integrated management is a combination of the efforts of individuals and groups so as to achieve unity, into a larger coherent whole.

Integrated management uses innovative and existing managerial concepts and tools. The stress is on putting emphasis on the systemic processes, real-world leadership, stakeholder culture, and emotional intelligence in a firm. This approach to management is crucial as a strategy for reconciling complex cross-functional challenges. Integrated practices, in comparison to the unilateral, specialized practices, bring in open-mindedness and flexibility for the individuals and communities. Integrated management targets the flattening of traditional organizational silos by enhancing the context-sensitive approach for understanding individuals, systems and organizations.

ABOUT US

The Trinity Institute of Professional Studies (TIPS), Sector-9, Dwarka, an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Singh Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.



TIPS is offering courses / programs across various disciplines, such as Management, Commerce, Banking & Insurance, Information Technology and Journalism & Mass Communication. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty at the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

COURSES OFFERED:

Programme	Annual Student Intake	First Shift	Second Shift
BJMC	120	60	60
BCA	120	60	60
BBA (G)	120	60	60
B.COM (H)	160	100	60

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TRINITY MANAGEMENT REVIEW

Trinity Management Review (TMR) is a quarterly online magazine brought up by the management department of Trinity Institute of Professional Studies. The articles, case studies, research papers and other contributions are made by academicians, consultants and management practitioners covering various areas of management. TMR offers a variety of perspectives from around the world to help you gain greater insight into the current management principles and practices.

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