

Superior Management Model: "Renewal" Perspective

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A b s t r a c t

The proposition of how companies win at the market place have changed in the 21st century from the concept of pure business models only to the one in which an effective management model is wrapped inside a business model. As such, management model innovation is a key area for business success. The paper takes a closer look at how superior management models can be effectively utilized for delivering business success and hence creates renewal in organizations. It effectively cites the case of four types of organizations through a framework to drive the point for managerial action.

Key words:

Management Model, Organization, and Typology.



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A management model basically demonstrates the choices of actions made by a company's top executives regarding how they define objectives, motivate people, coordinate activities and allocate resources. In other words how they define the work of management (Birkinshaw and Goddard, 2009). Inspired by changes in the expectations of their employees, new technological capabilities and the offerings of emerging competitors, some companies are discovering that a distinctive management model can itself be a key driver of its competitiveness. As such the work of management typically boils down to four sets of activities.

1. Alternatives available about the nature of the objectives the company pursues: Do managers have a clear set of short-term goals for the company? Or do they pursue an oblique path through the definition of a higher-level and longer-term set of objectives?
2. Alternatives about how individuals are motivated to pursue these objectives: Do managers attempt to hire