

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.

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