



Title

India's contribution to Management

Author(s)

Pravir Malik

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Reviewed by

Pramod Pathak*

For an MBA from Kellogg majoring in Marketing, International Business and Organisation Behaviour with an MS in Computer Science in the area of Artificial Intelligence from Florida, 'India's Contribution to Management is rather unlikely to be expected'. Yet, the author has chosen the subject, and more importantly, done justice to that. While it has been long realized that Management cannot be separated from the cultural moorings of the society where it is practiced, American concepts and theories find maximum place in Management literature. It goes to the credit of the author that he chose to be different. India is the oldest continuing civilization in the world and has made outstanding contributions to the various fields of knowledge over the millennia. Influenced by Sri Aurobindo and his philosophy, the author has in his book brought together articles on management that he has written over the past few years. These articles are refreshingly original and present an alternate view on Management Philosophy establishing supremacy of the Indian thought for effective Management practice.

Talking about the Asian resurgence the author in his opening article in the first part of the book very lucidly reasons out why Asia as a whole is set to dominate the Global scene. While his philosophical outlook gives a better look at the big picture, his management orientation helps in synthesizing ground realities with philosophy. He rightly says that we need to reform our gaze to become aware of both the Earth and the Sun. Much of all this is evident in the changing focus of Global leaders from development friendly environment to environment friendly development. He has outlined the role India is likely to play in Asian resurgence and has dwelt upon the issue of east-west synthesis.

The second part of the book deals with the need for a new management framework as, the author argues, the complexities of problems have grown manifold. Human abilities, too, have grown immensely. It is time then to think of a new paradigm that helps managers acquire spiritual bliss along with material gains.

In the second part the author also talks about the macro trends as well as the digital economy that needs to be taken care of. Digitization and virtualization have created a new world altogether. This world is an entity that defies logic of the conventional world. Thus, here, individuality is operating within a planned collectivity and boundaries of the conventional world do not exist. It is a free floating environment. The modern day organisation has to cope with the contradiction that exist between the digitized virtual work place and the conventional structured set up as the two seem to co-exist in many cases. This dynamics, then, is of an altogether different kind. Thus the author goes to suggest an effective approach to change management in the next chapter of this part which aims to help organizations acquire the ability to gain higher mastery over their environments. In the final chapter of this part of the book the author talks of a leadership model that he claims will help managers develop capacity to lead more effectively in the volatile global environment.

The third part of the book is about the future of business as well as the future of organization and bringing about compatibility between the two. The author uses the analogy of oxygen to explain that businesses don't exist purely for profit just as oxygen, though essential for human existence, is not the purpose of living. Organisations have a much larger role to play. This part is in fact the crux of the author's thought and offers enjoyable and enriching reading. A good read, the book is to be chewed and digested.