



BUDDHIST PERSPECTIVE ON STRATEGIC MANAGEMENT

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ABSTRACT:

Strategic management establishes goals and objectives for achieving a company's mission. For example, if you've added managers to your small firm since then, they're probably working on ideas to assist it succeed. One of these ways could involve increasing efficiency. As the owner, you must strike a balance between management measures that are efficient and effective for your small firm.

Buddhism's stance on management must recognize that spirituality is the ultimate wellspring of creativity and innovation. It is strongly ingrained in the employees' inner selves. It is pure and lovely.

Many of these Buddhist viewpoints have been put into practice by numerous corporate organizations throughout the world to promote creativity, innovation, harmony, team building, leadership development, and so on, as well as to deal with rapid change and gain long-term competitive advantages.



KEY WORDS: *Small firm, Buddhist, Management, Small, Innovation.*

WHAT IS STRATEGY?

The word strategy has entered the field of management more recently. At first, the word was used in terms of Military Science to mean what a manager does to offset actual or potential actions of competitors. The word is still being used in the same sense, though by few only. Originally, the word strategy has been derived from Greek 'Strategos', which means generalship. The word strategy, therefore, means the art of the general. When the term strategy is used in military sense, it refers to action that can be taken in the light of action taken by opposite party. According to Oxford Dictionary, 'military strategy is the art of so moving or disposing the instruments of warfare (troops, ships, aircrafts, missiles, etc.) as to impose upon the enemy, the place, time and conditions for fighting by oneself. Strategy ends, or yields to tactics when actual contact with enemy is made'.

A strategy is an administrative course of action designed to achieve success in the face of difficulties. It is a plan for meeting challenges posed by the activities of competitors and environmental forces. Strategy is the complex plan for bringing the organization from a given state to a desired position in a future period of time. For example, if management anticipates price-cut by competitors, it may decide upon a strategy of launching an advertising campaign to educate the customers and to convince them of the superiority of its products.

WHAT IS MANAGEMENT?

Management is a “set of activities directed at an organization’s resources with the aim of achieving organizational goals in an efficient and effective manner”. It’s an “art of getting things done through people.”

Management is often included as a factor of production along with machines, materials, and money. According to the management guru Peter Drucker, the basic task of management includes both marketing and innovation. Practice of modern management originates from the 16th century study of law-efficiency and failures of certain enterprises. Management consists of the interlocking functions of creating corporate policy and organizing, controlling, and directing and organization’s resources in order to achieve the objectives of that policy.

Efficiency and Effectiveness in management

Efficiency is the ability to avoid wasting materials, energy, efforts, money, and time in doing something or in producing a desired result. In a more general sense, it is the ability to do things well, successfully, and without waste. It means using resources wisely and without unnecessary waste.

Effectiveness means doing the right things successfully. Management effectiveness can be measured by results. Goals such as increasing market share, improving customer satisfaction ratings and achieving desired revenue levels come under the heading of management effectiveness. This is how you measure whether management decisions are actually improving your business performance.

For every decision that strategic managers make, you need to set a date in the future when you will measure the effectiveness of those decisions. Better yet, tell your managers to bring you data to show the effectiveness of their decisions.

Management is “organizations achieve their goals and objectives effectively and efficiently through and with the people.

FUNCTIONS OF MANAGEMENT

- Planning - Setting an organization’s goals and deciding how best to achieve them.

Deciding in advance:

What to do

How to do

When to do

Who is going to do it

- Decision Making - Selecting a course of action from a set of alternatives
- Organizing- Grouping activities and allocate resources to achieve organization’s goals which are setting in planning.
- Leading- The set of processes used to get people to work together to advance the interests of the organization. Through this function, organization is expecting to take people in to one direction
- Controlling - Monitoring the progress of the organization as it works toward its goal to ensure that it is effectively and efficiently achieving them. If they are not working well, organizations should take actions to correct them.

A manager who coordinates and oversees the work of other people so that organizational goals can be accomplished.

The Differences of Management and Strategic Management

In management, organizations concern on doing day to day operations efficiently and effectively. On the other words it’s a day to day job role of a manager.

But in strategic management, organizations focus on future. Basically, under strategic management, organizations try to achieve their desired dream with the help of their day to day operations. Strategic management is a broader concept than general management. Simply,

organizations need management to achieve its goals and objectives successfully but strategic management focus on achieving those goals and objectives on the way of reaching its desired dream by defeating its competitors.

The Principles of Buddhist Management

Buddhist management principles are primarily associated with Buddhist teachings taught for more than two thousand five hundred years. In the globalization or capitalism nowadays, modern management was turned to review itself whether it is effective and suitable to the present situations.

The effective management must respond to the capitalist system emphasizing competition, profits or achieving corporate objectives alone. Modern management still lacks of intangible values in which human beings will have to live together in the changing world and environment giving impacts to society and organizations. Buddhist principles concerning management are various, but here, Sappurisa Dhamma in Sappurisa Sutta will be given as a guideline in effective management.

The management principles of Buddhism are not only profit-oriented or competitive, but build loving-kindness, peace, and sustainability. The main seven Sappurisa Dhamma principles relating to the management are as follows;

1. Dhammaññutā = Knowing the Law or the Cause.
 2. Atthaññutā = Knowing the Meaning or the Purpose.
 3. Attaññutā = Knowing Oneself.
 4. Mattaññutā = Moderation or Knowing how to be temperate.
 5. Kālaññutā = Knowing the Proper time.
 6. Parisaññutā = Knowing the Assembly, or the Society.
 7. Puggalaññutā = Knowing the individual, or the different individuals.
1. Dhammaññutā (Knowing the Law or the Cause), the cause is unknown. To know the truth is to know the rules, the reasons, the laws and the principles that will make the sum of the management of the organization. Executives need to consider the facts correctly to achieve the organization's efficiency as an analysis of the actual natural that things happened. Set fire to the plain, "based on the principles and criteria of corporate management reasons.
 2. Atthaññutā (Knowing the Meaning or the Purpose) the result is known. As a result of action, the administrative success can be achieved according to the organizational objectives. To know the benefits of organizations that lead to stability and without any impact to the organizations. That means to have a good plan with thorough analysis in various aspects.
 3. Attaññutā (Knowing Oneself) is to know identity of ourselves in conditions; gender, status, knowledge, skills and morality on how it works and how to improve it. In organizations, that means the corporate executives know weakness, strength, capacity and how to improve the organization to keep up to the others and to be excellent.
 4. Mattaññutā (Moderation or Knowing how to be temperate) a person knows how much he should pay, but this means the financial management or business expansion must be based on the adequacy of the organization. It also covers the ability of the organization, capacity of human resources in organizations, including the competition carefully and to know about the capabilities of the organization.
 5. Kālaññutā (Knowing the Proper time) is recognized that time is an appropriate time and duration of the mission. This means that management requires understanding of the right timing, creating opportunities for the organization to be considered. The situation at that time should be carried out, what should be done and what should not be done at a particular time. In total, it means knowing the peak time for the success of organizations.
 6. Parisaññutā (Knowing the Assembly, or the Society), is to know communities and how to approach each community. Management needs to interact with other organizations both as partners and competitors to create or to coordinate with the community and individuals. That will affect the organization in mutual understanding and managing relationships. Treatment with kindness and hospitality to the community or the public can create a positive image to the organizations.

7. Puggalaññutā (Knowing the individual, or the different individuals) a person is recognized as a different person with ability and integrity. The appropriate management should be put on different personal knowledge. As the development and management of human resources, managing people in organizations are competent and loyalty to the organization. There is a unity fairness and equal to human including work as a group to communicate with persons with friendship as well as sincere.

CONCLUSION

Buddhism describes the management as the relationship between people and the environment emphasizing moral and ethical values found in human society or social factors in the process of living or mutual dependence. Only man can manage organizations well.

Current techniques of modern management principles and methods place a focus on profit and competition of the organization that is a model of capitalism. If the modern management will be integrated with Buddhist principles, it is a new approach or dimension of the administration with long-lasting stability, sustainability and fairness to individuals and related social enterprises. Besides, it is the innovation of management principles integrated with Buddhist principles.

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