Summery for Book strategy of mangement &leadership

Bibliography:54611079

Melika Molkara

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The greatest conflict of management science in the beginning of entry to the 21 century is worldwide competition, the second important conflict is that we tight to the second, ten years of information. The first generation was the machinery data process, but the second generation departed to determination, the other important conflict which has especial importance in management field is the quality of merchandise production and service (revelation of quality service), recognize and apply of true behavior make the environment of organization more interesting and enhances the productivity, the management of strategic consists of activities of evaluating, searching and selecting strategies, selecting strategies of all intra extra organization consideration for performing these strategies and finally controlling of the activities done.

Management of strategic gives possibility of creative and innovative activity and for forming future, would not act reaction this kind of management lead to act organize innovative and is activity. Come to exist, some things like influansive (not just react to function), and in this

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manner ascertain its future, and subdue its future. Organization is a meaningful collection which is following a discipline, and has got barriers and limitation which separates from its environment.

Tulgot parsone says," organization is a social unit which is built intentional so that attaining and required to some special goal would be possible".

An organization is independent unit with special commission which is established by commercial and none commercial goal and has got social characteristics which has defined structure, aims and boundaries organization behavior is the study of whys of individuals behavior in organizations with concentrations to unit and group behavior in the tissue organization, usually management is divided to two areas, behavioral and process, the behaviors areas attend to the reason of specific behavioral attitude in organizations and process area or management principles contains management process like programing, organize and controlling.

Schneider consider organizational
Behavior as combination of individual and group and organizational study which organize from psychology of industrial organizational, and theory of organization and management with originate from psychology, sociology and management. Bury, Stawe divided this field into two unite field 1. Micro which comes from psychology which researchers in this field tends to limited theory and applied research subjects, 2. Macro unite which originates from sociology, politics and economics and researchers in this field for special reason of this part interests to vast theory and presented research and experimental which is not applicable.

Organizations are opposed to daily changes because century of information connects all the world and we affect each of all kind of revelation.

Forces which attacks the organization and forced them to change inevetible are briefed to four areas.

Changing technology, knowledge exploding, and precedence of production and service and social

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changes.

With daily development of communications, great organization gradually come to exist which are responsible for some of most important aspects of humanity.

Manages of these organization should have perceived level of knowledge and understanding so that they should manage true and with high yield. One of the new theory in management is the theory is the theory of managers duty the hole of this theory is that with reassert and insight toward what managers do, we have to determine his activity and duty, the result of tacit management and explicit management and also organization policy is organizational silence enhancement, and finally manager, apply people similar to themselves which most of their concentration is to aspects of bilateral dependence and job consistency instead of innovation and welcoming changes.

In the recent years some of theorization emphasized on managers and leaders, the difference between this two is important.

Leaders can inconstant too disturbed, vague and

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theorization environment which sometimes their activity seem plotting toward others but if the problem is given to them they will surly subside the management but here the managers will reignite.

Leadership is one of manager's duty, the person can own this trick without been able to progress organizational aims.

on the other hand a person can be a regular manager, but the stuff do the activity on fear and compulsion, fast universal revelation science technology and industry and information and general values and standards caused some of successful organization the direct their aims, interest and link to apply creative and innovation. The speed of changes and revelation exceed more than imagination, according to this reason advanced countries greatly emphasized on creation education and in this field in selection of people creative innovation and provident people approach to completed problem of more attention.

More innovation like organization can enhance and program of quantitate and quality of

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competition and quantity of serve reducing of
expense wastage of resource, reducement of
brucracy, enhancement of competition and
income and productivity, creation of interest and
job satisfaction in stuffs creativity and innovation
in organization has three basic element, and if
there would creative characteristic in each, there
is possibility of creation and innovation in all
aspects. These three basic elements are creative
managers and creative organization and creation
stuffs can be at the effect of creative managers
can be at the head of this triangle Successful
management, the managers should do duty
according to scientific structure from which all
of them are connected together and deficiency in
performing each of them can lead to deficiency
of the other and even completely of each of them
can reinforce other duty and reach the
organization to its aim and desired prospective as
said be for managers can change their policy and
management model according to environment
situation and refer to another attitude and model.
But this situation change if occurs suddenly will
encounter failure and stuff resistance change in

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organization is   lmilaj like modifying force which maintain consistency of system behavior according to Levin idea, level of attitude in each moment is as a result of two set forces, the forces which persist on changing and try maintaining the current situation , when these two set force are in equilibrium, the current behavior maintain which Levin call it silent equilibrium network administration   organization   discipline   was brucracy from the past, saying in other world, brucracy is a new sentence of administration deceptive but by lapsing the negative features of brucracy description governed which changed it to repeated job   and other preventive of successful duty aspects which these aspects of arc only. Only finding of brucracy administration while its concepts is much more extensive and form of a classic administration.

Fer Ericson says, law and regulative by prevention   of   some   misuse   leads   to reinforcement justice and equity in fact while use prefer. Profitless, effectiveness and flexibility to law and justice the result will be predictable, existence of law in organization leads to creation

of iron like shelves of brucracy and pure law and in facts lead to growing up guide and in active people which changes the aims and can done the main aim, and keeping law and justices sat in an aim here.

In order to reach success and provides an organization should spot special aim and should step formed with regular programing to reach that desired goal, an organization which has no aim in fact does not exist and would take step forward, according to aiming theory if aim could be prescribed for.

They will be exacted to the prescribed aim and to regardless of needs and human belief, environment has important in detecting aim and direct human future this theory emphasis in this files that purposeful people with contestable aim work better than aimless or with simple aim. Benjcim Dizerenik consider aim fidelity as key in life.

Management ownership which means level of power and have right of instructive in an organization position which is determined by roles and rights. The first form of right is

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charismatic means appearing of one leader which extra ordinary.

Characteristics which in this commission. The power belongs to people's hand which have extra ordinary characteristics and adjective the second form of commission is conventional for this reason that they are basic and judgment originally.

It means that the power is inherited and handed according to family relationship and just belongs to special family and inherited from parents to children.

The last for of commission is mind legitimacy which is against to two other commission for this reason that they are basics and judgment originally.

According to Towcher this kind of commitment which is naturally is both reasonable and legal is the best kind of commitment because it has both effeteness and is according to mind and legitimistic.

The human organization is formed by help of movement of human commination and organization development. It is criticized in

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modern organization management according to conventional method do not consider human right and look to people like piece of brucracy machine which can be substitute in a time needed, for this reason it's said that brucracy is in contract with democracy because the perquisite for that is attention to people and participate in Mallers, for this reason one of the important pivot in modern management is recognized as humanism and continuously emphasized that organizational value does not privilege to humans value and one of the most important governments duty is certain of democracy in each of inter government organization or contractive with citizen.

One of the most important problem relating to humanize is the study done by Hanore by the purpose of eventuality of effeteness of physical job work environment to attention of stuffs, Cohester Barnard says if the organization desire to work with people the most encourage them to cooperation.

This fact requires to attention to nonformula group of organized. For progress of an

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organization to desired level of organization, a management should own intelligence beside achieving expanse and expertness intelligence is a part of management is contain collection of spiritual intelligence, social intelligence , sensitive intelligence, external intelligence.

Attitude of maintaining communication with outer world is most because extended environment is the source of providing internal source and also consumer of extended vestige of organization and beside showing feedback from customers so call revalue operation helping system for its continuing and effect on its results improvement, because without receiving customers opinions. The possibility of precise evaluation of organization qualification will reduce,

Because the desire of customers to use data for organization will reduce, and so according to observation basic consistence as organization with open system. The customers have determination in continuing of organization life. The organization should continually answer and be responsible toward customers and the

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personal profit should be considered in relation with social profit.

Today's we also opposed to discussions like management morals and social management responsibility in the period of ten years of 1920. Falet put up discussion For management law which indicate the necessity of future according to unique necessity of each situation which are changing continually while all things are changing and could easily be thought the basic law for marketing will rapidly change.

The pivoted value of organization and management can be good guide for growth and continually of organization life in the current network situation. These organization is as a reaction to the environmental change do not change their pivot value but if necessary try to change their previous environment or structure.

The organizations which their behavior is according to their decision and conscious selections and according to morals, but not as a result of situation and emotional, they are the organization of, executive, effective and responsible, in a case the organization.

Expand vertically the stuff's duty and jobs, then the stuff would have more impression on the process of programing, performing and eventuality of their jobs and so the job enhancement would took place in organization and direct organization to improvement and success.

Job enrichment would create organizational improvement and is tool management for stuff job's changes in a world that has more challenge and less repetition. The aim of job enrichment is the feeling job contentment in that job which are currently involved in which leads to more outcome for stuffs and in result less export from their organization.

It brought in the other set of job enrichment. Reduction of contract in stuff, from enhancement of accepting responsibility toward stuff jobs till the stuff are waking with server supervision and control, they do not feel responsibility for jobs and consider controller as responsible (quality and quantity of job).

Job divesting is greatest danger which stuff are affected in 20 century.

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Job divesting is psychological syndrome which is due to psychological stressor and inter personal in environment in long term and is created in stuffs, contains three dimension job diversity, emotional divesting, emptiness from personal characteristics and reducement from personal functional outcome and these stuffs who has more contraction with people are more exposed to it.

It is said that sudden divesting does not happen but evaluated during time and it is condition that all organization other scientific and nonscientific governmental, personal are affected.

The other group consider personal and personality of person for job divesting as an important factor for job divesting conduction, changing attitude and creation of positive attitude like healthy leisure time, being active and busy to body movement and exercise are the situation.

Job divesting in long term could psychological distress for person as can be consider of the job divesting is disagreement between person and it job environment is organizational structure.

Being formalization of law and legitimacy lead

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to weakness proportion between person and its environment. One the area which can prevent proportion between person and its environment is organizational structure.

Formation of law and legitimacy should be in a form that showing guide and pass way to its stuffs for performing their duty, and reduce unknown expectation for always the real life of organization in open organization framework describes not only organization not only are in contract with but also this contraction is necessary for their survived and their continues at their life. We also know that manager dislike misconfidance and dislike their organization depend on other one it manager think activity line he or she prefers to establish it in an environment fully independent and predictable.

In this environment there is no need to necessary design because nothing a predictable occurs according to environment and population management cannot influence. It population and act like exact phenomenon.

So the manager is unable to reaction it, plus it is obvious in the great organization and powerful

for forming the main element in environment the own facilities great organization continuously prove that they are not captive of other environment and for reducement of dependency to their environment they own instrument and equipment. They reduce competition by entry to common investment.

These organizations start to legitimate by penetrating government legitimacy which support their benefic and while these law are harmful, they vitiate it.