



E-MANAGEMENT

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ABSTRACT:

In this globalization era India is far lacking behind the technologies and services provided in private and Government sector as compared to the European Countries as well as other Asian countries. Whereas the gross GDP of the other countries is surprisingly increasing compared to Indian economical sector and one of the major reasons behind this scenario is the E-Management which is the most heat topic now-a-days. This paper will present the concept of E-management and evaluate its challenge then trace its implementation in India.

Keywords: Managerial functions, Electronic methods, Business administration

INTRODUCTION

E-management is an important outcome of IT and communication net mechanisms in the digital world. E-management's systems, tools, hardware and software are examples of the new mechanisms on the internet and in the new economy of knowledge. Electronic mechanisms which are less than one decade old are still in the stage of on-going development. Nevertheless, their impact on the configuration and functions of E-management is immense and comprehensive as it has drastically changed both theoretical and practical applications of E-management through the new systems, tools and models of creating wealth and realizing value added in addition to new ways of competition based on innovation.

E-MANAGEMENT COMPONENTS

Elements of E-management are electronic elements themselves. They consist of hardware, software, communication networks and management concepts and mechanisms of their application.

E-MANAGEMENT FUNCTIONS

E-management is an organizational and functional system that is flexible and open to exchange and shares its effects with environments that are internal or external to the organization. Therefore, it is possible to set Non-electronic management functions within the modern IT means and techniques as these have immensely affected the context of the management process in its normal form. Movement from independent computerized data system to network systems. IT systems have become an electronic fabric that is neatly connected to production, marketing, accounting, financing, HR and research and development centres.

- a. Movement from Non-electronic management systems to smart E-management systems whereby the latter could deal with information sources that produce smart elements such as databases and software that search for information.



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- b. Movement from gradual processing to instant processing (on-line analytical systems). This is a qualitative revolution compared with the old system. It suits the changing and swift nature of doing business which requires continuous updating.
 - c. Working through networks. E-management in modern organizations works through linking of databases via internet technology designed to provide staff with their needs of internal information. Extranet as opposed to Intranet provides staff and other selected third parties with the information they need.
 - d. Processors have changed from central structures to flexible environment structures. One of the results of application of E-management technologies is the emergence of a fundamental change in the environments of processors. With the application of E-management the processors changed from central functionality to flexible structures and team-work rather than individuality. This has been coupled with the intensive use of modern technologies, networking, creation of strategic units and globalization.
 - e. Movement from the concept of relative advantage to the concept of assured competitive advantage. The former has been prevalent for quite some time and associated with Non-electronic competition in management. The latter emerged based on the competencies of the organization compared to the five competition forces known as (PORTER) and the strategic competition forces in the market.

E-MANAGEMENT INFRASTRUCTURE

E-management emerged following the widespread use of computers in the 1950s and 1960s when organizations realized that using computers meant convenience and saving of time, effort and resources. One of the consequences of the development of computers and communications is the emergence of electronic exchange of information and messages between beneficiaries, i.e. application of electronic exchange of information was motivated by the need to develop activities of organizations and to enable them have direct links with their branches through communication networks as a first stage and then linking an organization with other organizations to share information and resources. It can be safely said that the emergence of electronic data sharing systems and networks represented the cradle for the birth of E-management and the development of its new functions and roles through the use of modern networks, especially intranet and extranet, digital space, internet and technological infrastructure of IT. Therefore, we shall discuss network technology as its indispensable components in E-management. We shall refer to:

A. Electronic exchange of information:

Electronic exchange of information is defined as the electronic movement of a package of messages in the presence of agreed criteria from one computer to another without the need for human interference. Accordingly, the main characteristics of electronic exchange of information are:

- Messages exchanged between sender/receiver must be structured
- Messages exchanged must be standardized
- It is possible to exchange messages between sender/receiver regardless of difference between the two organizations and equipment and software used by them (application independent)
- Exchange of information takes place electronically without the need for human interference.



B. Internet network:

It is a global information network comprising huge interlinked packages of information from thousands of networks all over the world. In addition to intranet networks internet comprising millions of host computers linked through communication channels, including cables and fiber optics and other means. Internet is also linked through satellites without which the network could not possibly work with high efficiency.

C. E-management and Internet:

E-management and E-Business before the emergence of internet were in the process of slow development. However, they made a gigantic step forward with the introduction of internet. This was a historic phenomenon born in the 21st century. E-business, E-banking and E-services were born in internet environment and developed with the development of internet.

Internet has changed the rules of conducting E-Business as it has enabled interested parties to use opportunities available in the electronic information environment to maximize gains. Internet has immense importance in E-management and the development of the new digital economy. Its importance stems from the following:

- Internet is the mother of all other communication networks (LAN intranet, extranet)
- Internet is the means for E-management to build E-economy
- Internet is the means for E-management to enter markets and meet clients' requirements
- Internet is the base for selection of options to develop communications technologies and the transformation of economic and social organizations

D. CHALLENGES OF E-MANAGEMENT

It is difficult to draw a comprehensive map for all the digital opportunities accrued as a result of the application of E-management as these opportunities are tied to E-Business activities and the job openings from different organizations, including electronic marketing, electronic services, electronic financing, electronic advertisement and many other activities conducted electronically. Digital opportunities may be classified into three categories:

- Electronic operations opportunities
- Electronic marketing opportunities
- Electronic services opportunities

Electronic operations opportunities use network technologies (extranet, intranet and internet) to effect strategic change in the management process and in the chain of values of main and support activities being conducted. This includes activities of project planning, information management to maximize efficiency, speed up of information flow and computerization of activities and operations in environments both internal and external to the organization.

Electronic marketing opportunities open windows to global market through the administration of web site to instantly reach clients all over the world quite easily and at minimum cost. This reinforces inclusion of the organization in the E-Business world and avoiding restrictions of time and place. The opportunities provided by electronic marketing enable the organization to build intimate interactive relations with clients and help meeting their demands.



E. E-MANAGEMENT AND KNOWLEDGE

E-Management could be described as a network of knowledge scattered all over the world. The base of the knowledge system stems from E-Management capacity to receive, mobilize, store, update, analyze and disseminate knowledge and conduct activities, take decisions and learning from the process and its results.

An organization could benefit from the strategic support of E-Management and knowledge management in achieving a number of things, including:

- Assurance of quick access to knowledge compared to competitors
- Best sharing knowledge
- Avoiding extra costs
- Maximizing profitability and achieving fast growing revenues
- Shorter time to access markets
- Improving relations with clients
- Opportunities for new business

CONCLUSION

In the nutshell, we can learn and adopt the newer technologies in the current management system to produce ample opportunities of progress. Simultaneously, the importance of the E-management system can be addressed in the small scale industries to the MNCs which can bring the development in India.

The E-management system is the system that through applying it the effective and optimal operations would be achieved in every institutions, organizations, and projects. The performance differ from an institution to another as well as one person to another, but the highly effective performance should maintain its uniqueness from the others over the time with less cost, while maintaining quality in service or product and timely.

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