

## Electronic Management in New Management in the Global Village

<sup>1</sup>K. Niaz-Azari, <sup>1</sup>M. Salehi, <sup>2</sup>H. Motameni and <sup>2</sup>A. Zati-Rostami

<sup>1</sup>Department of Educational Management,

<sup>2</sup>Department of Engineering Sciences,  
 Islamic Azad University, Sari Branch, Sari, Iran

**Abstract:** Management needs to reduce cost and stress in order to have more stable and higher efficiency. A better result can be provided by attaining these two objectives under electronic management. Cost reduction, efficiency enhancement and reducing the stress of managers (dealing with financial issues) causes the managers to come to electronic commerce and electronic services. Managers, who want to have efficiency in the global village, are driven to E-C, IT and ICT automatically. In the meantime, world trade management is one of the management issues in the global village. Increasing management efficiency as quickly as possible, paves the way for the participation of other countries in the world. The application of E-commerce can be a good model in reaching a world management, because it is a sample of a realized world system.

**Key words:** Management • Village • Development • Relative advantage • Virtual market

### INTRODUCTION

Two major revolutionary changes occurred in the 1990s that are IT and communication revolution and the second is Globalization. We can see the Industrial revolution and their social and economic impacts in Table 1. Applied history in different fields of information technology are, electronic data interchange, electronic fund transfer, value added networks, internet and World Wide Web [1-2].

#### Bases Needed to Realize Electronic New Management:

Related items for realization of electronic new management are Communication and technical infrastructures, such as telephone and cell phone diffusion use, internet diffusion and internet users, increasing bandwidth and speed of information exchange, Legal infrastructures, such as electronic signature law, private data protection law, internet crimes, electronic transfer law

and finally Human and management infrastructures including specialized compulsory education, raising public awareness, long and short-term training and attitude change from traditional management toward new one [3-4].

#### Ways of Realizing Electronic New Management

**Successfully:** The following ways found for realization of new management successfully are Accepting the topic of communication and information technology in organizations and the participation of organization employees in research and education to gain related knowledge and individual skills, Close and high-level cooperation between IT experts and organizational experts in an organization and top managers belief in this issue, Informing and giving information about electronic management services and its benefits and advantages to people and to create demand and added value for customers, decreasing travel and time-consuming jobs

Table 1: Industrial revolution and their social and economic impacts

Wealth creation source	Economy size	Propellant force	Revolution	Age
Land	Micro Economy	Task force	Agriculture	Before 18th century
Coal, natural resource	Regional economy	Steam engine	First industrial revolution	18th and 19th century
Oil, Energy resource	Local economy	Electrical engine	Second industrial revolution	19th and 20th century
Knowledge	World economy	Information engine	Third industrial revolution	20th and 21th century

and finally Using software and hardware equipments and safe communication networks which offer electronic management services with the least pause and high security, especially in issues like recording appeal [5].

Advantages of electronic new management are Creation of new opportunities for all countries, Communication in the form of 365\*24, Offering products and services to people all over the world, Offering information to everybody on time, Reducing overhead expenses, Saving money and time, Understanding customer demands to produce new products and services, Rapid reaction to demands and Online communication for everybody, More efficient and better offer of government services to citizens through providing them with information and processes, required forms and papers and lifting time and space limits in order to offer services and consequently increasing public welfare, Increasing interaction and relationships among organizations, companies and citizens; and rapid identification of citizens needs and of what they expect government and government departments, Reducing and eliminating information monopoly and increasing citizens authority through their access to information, Increasing lucidity in managerial activities and preventing administrative crimes, such as auction and bid in electronic environment by organizations, Reengineering of processes and activities in different fields and eliminating unnecessary processes and consequently facilitating processes reducing the required task force increasing efficiency and reducing costs tax, such as what was used in ministry of Denmark and Reducing organizations clients, saving in costs especially in energy facilitating transportation and reducing traffic [6-8].

#### **Economic Impacts of Electronic New Management:**

There are many impacts that are Promoting competition in the world, Cost saving, Increasing efficiency, Increasing demand for skillful workers in ICT, Reducing the economic effect of geographical distances and access cost to information for companies and consumers, Supplying new products and services and Developing joint domestic processes in preparation and production and distribution [6-7].

#### **New Economy an Introduction to New Management:**

New economy is related to economic globalization (freeing international currents of products, services,

Table 2: Determination of components of new economy and Traditional one

New economy	Traditional economy
Un centered	Centered
Increasing efficiency	Fixed efficiency
Value abundance	Value scarcity
Decreasing prices	Increasing price
Maximization of network value	Maximization of company value
Sparkle innovation	Increasing innovation
Technologies centered on electronic space man	Technologies centered on adjacent places

capital and other production factors) on one hand and to communication and information revolution on the other hand (Table 2).

Companies, in new economy, view knowledge as a main source of competition; and competition among companies is related to knowledge and innovation. Knowledge spillover from one company to another results in national economy competitiveness and as manifested in efficiency increase and economic growth [7-8].

**World Electronic New Management Models:** The following models were developed through information management and job enrichment to increase value and are accessible on internet that is following items:

- Virtual communities.
- Value-chain service providers.
- Value-chain integrators.
- Collaboration platforms.
- Information brokerage trust services.

#### **Globalization Growth Trend of Economy in Recent Years:**

E-commerce growth was more than what policy-makers and those who dealt with E-commerce thought; and this suggests that executive and applied actions should be taken to access to a desirable place in the field of electronic management more quickly. Effective Factors in diagrams for E-commerce pioneers are Technological infrastructures and linkage, Commercial environment, Accepting consumer and the company, Social and cultural infrastructures, Legal and political environment and Electronic services support [8-9].

## **CONCLUSION**

Modern time, known as knowledge and information age, shows a new world with new methods of application of information and knowledge. And in this age different

bases and frameworks for the development is offered which is the result of global technological cooperation and liberalization. In such conditions, innovation and creativity brings managers and organizations and company's competitive advantage and such knowledge management under E-commerce leads to increased welfare and employment; and global management is in line with these developments. Considering the perspective of electronic new management, we can see the positive aspect of this management clearly in the future, the time its development is inevitable. Therefore understanding electronic management and making an effort to establishment and development is of great importance.

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