

LEADERSHIP AND MANAGEMENT - THEORETICAL PERSPECTIVE ON THE CONFLICT

Ratish C Gupta, Daly College Business School Indore
Naman Jain, Daly College Business School Indore

ABSTRACT

The relationship of leadership and management is inter linked since leading and managing form the framework for abilities and skills which being necessary for an individual drives the team towards achievement. The definitions of these two terms are arbitrary and similarly defined, the concepts of leadership and management are permutable in high performing organizations and in academic settings managing and leading are indivisible. The definitions comprise of similar meaning and understanding to fit the individual's mindset for their existing relationship. The above mentioned phenomenon's have similarities and differences which has been discussed in this article.

Key Words: Leadership, Management, Organisation, Teamwork.

Leadership implies the pursuit of guiding an organization in the establishment of a clearer vision, discussing over the same for others to follow, gathered information and knowledge sharing and coordination with a balanced opinion of the fellow mates and their conflicting interests. In business, leadership identifies a firm's management capacity in order to set goals to be achieved and make quick decisions when required. According to an Orator, Leadership is the potential of having a persuasive behavior towards others to accomplish determined objectives with enthusiasm (Campagna & Fernandez, 2007). In an organization, the members synchronize their interests towards achieving a common goal whereas in business the managing potential is recognized to attain the objectives.

Management is a procedure of controlling and regulating the occurrences in an organization. It functions as a man oeuvre regarding members of a group working in an organization and correlating their opinions towards the attainment of a prevalent objective. According to a thinker, Management is the technique of maintaining and designing a circumstance in which persons, workings together in separate groups aim to achieve goals efficiently (Lawrence & Weindling, 1980). In business, the control and administration of an organization makes it efficient in management. The procedure wherein individuals put in efforts together with the maintenance and outlining of various situations to accomplish a specific goal. Business is the word that drives by great leaders and managers, and Leadership is a challenge which is taken by a concept of "self-managed" teams and groups for teamwork this concept defined the leadership as influencing human resource and directing them for task related activities. As said by Mr Joha C. Maxwell, "A leader is a person who knows the way, goes the way and shows the way to their subordinates" (AONE, 2014). Whereas leadership is the special quality and skilled process that mobilize people to strive willingly for organizational objectives.

According to Mr. Garg Wills, "the leader is the one who influence other people towards a goal which is shared by leaders and followers" And on the other hand, Mr. Peter Duker says "leadership is a lifting of a man vision to higher sights, the raising of a man performance to a higher standard. The building of a man personality beyond its normal limitation" (Hassan et al.,

2020). Management is the process of consciously and continually shaping organisation. It is defined in terms of four specific functions of managers that are planning organising, directing and controlling the efforts of organisation members by using resources to achieve pre-determined organisational goals. In simply language, it is the process of designing and maintaining an environment in which individual work together with the aim of achieving goals efficiently & effectively.

According to Mr. Peter Duker, “*Management is multi-purpose structure that manage a business and mange managers and manage work and work*” (Bizfluent.com, 2020). And on the other hand, Mr. Stanby Vance said, “*management is a process of decision making and control over the actions of human beings for the express purpose of arraigining pre-determined goals*”.

The management describe by the both the author Mr. Peter Ducker and Mr. Stanby Vance have a different perspective but both the authors aim is to accomplish the desired goal and objective of the business, both the author describe management as multi-purpose and pervasive for achieving the target efficiently & effectively (Huffpost.com, 2020).

Leadership is about inspiring and management is about planning. Leadership and management (Table 1) are the terms that are linked with both sides of a coin for effective administration, a good leader who is full of leadership skill is required whereas on the other hand, for an effectual work force leader can drive a company to the top with his leadership abilities. Which means leadership and management go hand in hand. They are not same but they are inevitably linked and harmonizing to one another. If we try to separate this too in the organization it will cause more problems than it solves (Bizfluent.com, 2020).

S.no	Leadership	Management
1	Create vision	Create goals
2	Have unique ideas	Have copied ideas
3	Take risk	Control risk
4	Think for long term goals	Think for short term goals
5	Grow personally	Rely on existing process
6	Build relationship	Build system & process
7	Coach	Direct
8	Motivational style	Authoritarian style

Some Example for Leadership and Management are as Follows

Starbucks management enlisted training program which help their employees to be themselves, speak in the third person and respect their subordinates. This results in good marketing benefits for Starbucks. Instead of fearing and presenting of new technology like writing the name of owner on the cup, in undetermined market, Starbucks comprised it by making their customers and their employees happy (Bizfluent.com, 2020).

As we know Starbucks is well known brand which is also famous for their special treatment of employees, as they are not only offering things like insurance to their workers but also, they offer this thing to their part time workers. In the 1997 in one of the stores of Washington D.C, 3 employees were killed in a bungled robbery, the CEO Mr Howard D. Schultz flew to DC, and spent the entire week with the employee’s families Schultz kindness and implausible leadership restore those closest to the misfortune (Business Trends and Insights, 2020).

Another company is one of the largest British multinational retail, headquartered in Westminster. Marks and Spencer's popularizes in clothing, food materials and house ware being established by Michael Marks and Tom Spencer. The company supports leadership theory and style devoting time and resources significantly while developing leaders into nurturing their talents. The firm is practical and powerful focusing at potential leaders and managers. The chief executive, Vandevelde's techniques were similar to consultative style of managing and leading, it was the leader deciding but staff opinions too were taken into consideration to orderly lead company's ethics and reputation. The business applies democratic style too which includes empowerment, giving members the opportunity to make decisions within the framework. Few leadership features of the company can be as follows:

1. Discussion of priorities strategically and creation of plans for clothing, food regarded the UK store operations
2. Technological reviews of the present and future while simultaneously forging plans
3. Distinguishing areas for change in culture and looking for better ways towards investors involvement in the organization
4. Analysing costumer initiatives and employee engagement in the brand

An organization's effectiveness is directly dependent upon leadership capability and sound management. And both being significant, leading and managing are essential for a company's effectiveness and growth. To be successful, a firm is required to nourish skilled leadership and competent management.

At last it can be concluded by saying, leadership and management are same as a coin having different size but their main aim is to achieve organisational objective. Starbuck mainly focuses on the transformational leadership as they treat employee as a king, because they believe that a happy worker makes their customers happy.

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