

BOOK REVIEW

ABOUT THE BOOK

Kumar, D. M. (2012). *50 Short Case Studies in Business Management (1st Edn)*. UUM Press, Malaysia. ISBN: 978-967-0474-24-3, 212 pages, 34MYR

REVIEWED BY

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BACKGROUND INFORMATION ABOUT THE BOOK AND ITS AUTHOR

Dr. Dileep Kumar M, is a Professor of OYA-GSB, Universiti Utara Malaysia, having wide experience in teaching, writing, research, consultancy and training. He has worked at many prestigious institutes abroad. With a Doctorate in Organisational Behavior, he has written many short case studies in the area of OB/HR and Management. He has several international and national peer reviewed journal publications and online publications. He presented several papers in international and national conferences and the papers are published in the conference proceedings. Dr. Dileep Kumar is a nationally and internationally recognized expert in case study writing in business management and author of six books. He has published many books and monographs like, *Glue of Organizational Culture, Impact of Organisational Culture Upon Employees and Employers Behavior, Case Studies in Organisational Behavior Human Resource Management and Management, Stress and Coping Strategies, Innovative Ways to Combat Job Stress* etc. He is the editor and editorial member of many national and international journals. This book titled, *50 Short Case Studies in Business Management*", is his maiden literary endeavor, soon after join our graduate school.

SUMMARY OF THE BOOK

This book provides thought - provoking acumen and practical elucidations in relation to varied business scenarios in marketing and sales, human resource management, quality assurance, entrepreneurship etc., interconnecting with dynamic business challenges. Prof. Dileep,

gives thrust to practical approach in students learning and development process by incorporating real issues and scenarios of organisations into business process, that develop various managerial skills like those of management leadership, managerial decision-making aptitude, problem solving ability, etc.

The book consists of 50 business management cases. A brief outline of this book through its case titles can be detailed as: Succession Planning, Cultural Diversity and Racism, Performance Management System, Recruitment and Resistance to Change, Challenge of Economic Recession, Acquisition and HR, Backdrops of SME's, Entrepreneur Success and Women, Acquisition Hazard: Pros and Cons, McDonald's and Advertisement Issue, Absenteeism: Situation Analysis, Advertising Market, Service Teams and Customer Centric, Employee Motivation, HR One: Point-rating System, CEO and Work Culture, Parity – Is it Fair or Unfair?, Royal Avionics Maritime Company in Crossroads, GE Appeals to the Supreme Court of India, HR Intervention, Talent Development and Management, Marketing and Brand, Working for Long Hours Means Very Hardworking, Strategic HRM, Job Fair, Brand, Salary and Motivation, Ethics in Sales and Marketing, Absenteeism and Ethics, Fairness of Managerial Decisions, Sales Promotions and Ethics, Change Management Strategies, Pirating Digital Music, Conflict Management, Job Satisfaction, Authority and Power, Decision-Making, Management Approaches, Perceptions, Staff Appraisal, ADRI- Quality Assurance in Research and Development, Online Banking, A Leader through Entrepreneurship: Hussain, Personal Ethics, HR and Socialization Role, Inefficiency, HRM Intervention and Absenteeism Management, Recruitment and Employee Motivation and Mumbai Dabbawala.

EVALUATION OF THE BOOK

As we all know, the practice of using case studies in business management classroom sessions was initiated by the Harvard Business School, way back in the early days of the Industrial Revolution. The purpose of case studies in the class room learning and development is to enhance effective management decision making by receiving a clear picture of business conditions, vibrant nature of management processes during business encounters and further obtain realistic explanations with impartial and independent expert evaluation.

This book is engraved for one and all, from students to the executive. Especially, the case on "*A Leader Through Entrepreneurship – Hussain*", is

primarily helpful for any young generation youth to look at the struggles of a common man to become successful entrepreneur. This case motivate the students by giving a message that life is a struggle and to become someone you have to struggle a lot, without losing courage and self-confidence.

The Case on "*Change Management Strategies*", provide the students varied market and organisational scenarios and with the limited knowledge and resources how a manager can produce alternative solutions for effective business turnover.

The case study of "*Mumbai Dabbawala*" gives an insight to the students and executives on handling million Dollar business through unwritten policies, effective logistics and supply chain management with team work and coordination.

The case study "*Acquisition Hazard: Pros and Cons*" provide the apprehensions of militant form of acquisitions among employees and employers. This case provides as a picture on how acquisitions of companies develop confusions among the stakeholders of the business. Lot many cases amalgamated in this book is coming from actual situations and business scenarios that provide ideal learning to the students, teachers, managers and entrepreneurs in the field of business management. This book boxes a lot of relevant facts on a real-world business issues.

CONCLUSION

Compared with past the 20th century saw applications of varied practical form of educational pedagogue that enhances the students learning and developmental opportunities in the class rooms. Contemporary teaching is year marked by a strong demand for up-to-date tools and techniques since the young generation having the proximity to all form of information due to the support of information technology management. Though the presence of business games and role-play techniques are still occupied in business school teaching and learning, case study method have shown its unique flair as tool to apply in effective integration of various concepts in business management to the wards and enhance the managerial skills like analytical and problem skill among business graduate students.

A deep observation and study into various given cases throw much light on several dimensions of management. Indeed, the case study approach in teaching various management related principles is an appreciable and

valid one as the students – the prospective managers – can strengthen their logical, problem-solving, conflict management and many other analytical competencies. In addition to the empowerment of students' analytical skills, these cases also reflect on various ergonomic dynamics in the corporate companies. Besides, I believe that certain cases in this compilation will help the students/trainees to better understand the principles of Change Management or the art of acclimatization. In this respect, I sturdily opine that the cases combined in the book are highly productive and ensemble the current requirements of the contenders of management studies. These cases would take the students of management through the avenues of the management domain and would give good pieces of experiential learning.