

# **Analysing the Condition of Commerce & Management Education to Capture Outsourcing Business in Manipur**

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**Abstract** – Companies have long outsourced creative, right-brain marketing activities, such as advertising and promotion campaigns. But a fundamental change is under way: Increasingly, firms are farming out marketing operations and analytics as well. And the British firm Astron Group forecasts that customer database and lead management outsourcing is growing 10% annually. To create the most value from outsourcing, marketing managers must become expert ringmasters who cherry-pick, develop, and monitor an integrated network of outside suppliers that brings new capabilities to the marketing effort. Above all, management must start seeing its marketing suppliers not as contractors that need to be controlled but as partners that can create shared value over the long term. In view of growing demand for better human capital in the wake of globalization and Look East Policy of India there is need for better nourishment of local talents. They need to be groomed with all kinds of multi – skilling – vocational programme. The benefits of free trade should reach the people of North East rather than going to the business houses in big cities. The Look East Policy of India should not be a mere tool to use North East as a corridor for free trade with neighbours. The knowledge of trade with full technical infrastructure is quite necessary. Over and above, there is a need for more universities and commerce and management institutes for the youth of the region. Introduction of new and relevant courses in the Universities would help talented students to pursue courses of their choice. The number of higher and management educational institutions are very low in this region when it is compared with other parts of the country. They have started extending their productive hands in taking leading roles in the enterprise promotion.

**Keywords** – Right-Brain Marketing, Integrated Network, Human Capital, Look East Policy, Courses.

## **I. INTRODUCTION**

Outsourcing is contracting with another company or person to do a particular function. Almost every organization outsources in some way. Typically, the function being outsourced is considered non-core to the business. The outside firms that are providing the outsourcing services are third-party providers, or as they are more commonly called, service providers. One very important trend in the recent times has been the growth of human resource outsourcing. The HR outsourcing business opportunity is large and India is likely to garner a larger and larger piece of this pie in the future. India, with its intrinsic advantages such as low cost, ready pool of English speaking manpower and geographic positioning, is emerging as a viable destination for HR outsourcing companies to set up their businesses. But still here people are not very clear about what exactly is manpower

outsourcing all about, and issues like quality and trust needs to be addressed properly. Experts say the basic reasons hampering the growth of HR outsourcing in India are confidentiality and cost factors. Moreover, the fear of losing jobs, losing control over confidential data, ethics and quality of outsourcing vendors, security breaches and overall confidence in the vendors deters many organizations. The biggest problem - and this is why the HR outsourcing industry in India is on the back foot - is the government and the industry's failure to tackle issues like data security and data privacy. This is where Indian HR outsourcing companies face a major handicap. The Indian government is still grappling with drafting a data protection law designed to quell growing privacy concerns from their offshore clients. India has recognized commerce and management education as a medium to prepare people for effective role they play in the society for the setup of sound financial system. It is the best investment that any nation could make for the benefit of its citizens. With the changing face of the business world, the role of business schools in delivering business education also demands restructuring. The present education in business pays attention more on the materialistic progress of individual and enterprise. Business school share seen as a vehicle of economic development as they aid in creation of economic development as they aid in creation of high-tech society. Being a part of serviced industry, they provide essential inputs to the other two sectors of the economy, primary and secondary, which are dependent on the efficient operation of the service industry.

In India, this sector contributes about 40% of the GDP. As per the recent TIFAC report (Technology Information forecasting and Analysis Corporation), the services sector offers maximum lucrative employment opportunities for the management lot. Financial services; Marketing Logistic; Technical & Management Consultancy; Testing, Certification & Calibration services; Government Administration, Tourism, Preventive Health Care Services; Trade Promotion services and Academics are few to quote. There were times when we had one or two gentlemen around us with an MBA degree from Russia or Germany headed towards top positions in Indian Companies of international fame. But now, our country invites students from other nations for higher learning. We have reputed business schools, which have given quite remarkable personnel to the industry. Hence dreams of under privileged have come true. Easy approach and guidance through counselors motivated the young blood to take up professional courses at management schools. More

than 70,000 alumni from these institutes are working with blue chip companies of the world. The strong points in the present mode of learning and spreading skills at these courses are their case study approach of teaching, demonstration of management theories, narration of real world examples to encourage in-depth analyses of issues, group discussions and presentations to develop interpersonal skills and winning communication strategies. They aim to give real life experience of jolts and jerks, shocks and jams, which are the routine happenings in any business. In view thereof, for the Look East Policy or any other policy for that matter to have a positive impact on the people, the policy needs to be integrally linked to the promotion of the economic progress and welfare of the people of the North East states. Amidst the misty atmosphere, it is imperative that the people in the region remained concerned and alert on the eventuality of the policy since North East region of India is the gateway to the south East Asia. Though the policy has been discussed at different levels in Manipur, the deliberations have generally revolved around the limited spectrum of economic, strategic and security aspects while no adequate attention has been paid on the impact the policy would have on the education and the educational system in the region. It is precisely with this background that the Advanced Research Consortium (ARC), Manipur, decided to the following recommendation after organizing a seminar-

- 1) There is strong need for establishing Tourism and Hospitality Management Institutes.
- 2) It is highly recommended that an Institute of South East Asian Studies be immediately established in Manipur for understanding the similarities and differences in culture, organizational styles and strategic perspectives prevalent in the South East Asian countries.
- 3) Foreign students be attracted and accommodated in the Manipur University.
- 4) Infrastructure in the Health care and Paramedical Institutes should be upgraded to the International level.

## **II. LITERATURE REVIEW**

An attempt has been made to review some of the available studies.

Dr. S. Gyaneswar Singh(2008) attempt to draw a road map for a policy of Education to be provided for the younger generation for Human Resource Development in the context of Look East Policy with special reference to Manipur so as to enable them to gain the benefit out of it.

Mentzer et al. 2001 “The systemic, strategic coordination of the traditional business functions and the tactics across these business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole.”

Friesen (2003) notes that not long ago, an educated person was someone who could read and write where information was delivered at a manageable pace. This is

no longer true. With the onset of the Internet, an explosion of easily accessible information has created a challenge. Bill Gates (as cited in Zhao & Alexander, 2002) stresses that “in a changing world education is the best preparation for being able to adapt; as the economy shifts, people who are appropriately educated will tend to do best.”

In the backdrop of the review of literature, it is evident that Education on Commerce and Management position in the equations of border trade has felt needs careful scrutiny of competency.

## **III. THE OBJECTIVES AND SCOPE OF THE STUDY**

The study under consideration proposes to achieve the following objectives:

- 1) To find out the trend and constraints of the growth of the Commerce and Management professional in the context of outsourcing business.
- 2) To give focuses on the understanding the role of Commerce and Management courses in business outsourcing.

## **IV. RESEARCH METHODOLOGY**

The data collection comprises of primary, secondary data collection and informal discussions. The Primary data for the study are collected through personal interview, discussion with different Personalities concerned in Imphal East and West District; related journals & books and ‘The Imphal Free Press & Sangai Express (Manipur English Daily newspaper) etc. are chosen for the purpose of the present study.

## **V. FINDINGS OF THE STUDY**

*Issues Ahead Commerce and Management Education:*

Under the prevalent conditions, the management education has to be something more than just fulfilling job assurance. We are wasting our resources in reciting the old theorems again and again when the same can be devoted into new researches and learning improvised technology. New simple work plans are needed to suit the short span of product life cycle in the job market. In recent years, the quality of personnel coming out of these institutions is not upto the mark. Hence business rivalry, disparities in opinions, violence, acquisitions, threatened takeovers and aggressive mergers are frequent scenes in the market. We are confronted with the threats of frequent successions in business, unwelcome displacements owing to privatization and we live in a vast ocean believing in “Do Lunch or Be Lunch”. There has to be a conscious shift from ‘Family-centric’ to ‘Enterprise-centric. The aim behind the very existence of business has shifted from wealth creation to how better one can improve the quality of life with no possible opportunity costs and that too, to all sections of the society at the same time. Today’s education has left us with the knowledge of use of technology in an inhuman

way, which has enraged the national level problems of violence and poverty. Business education system is inefficient to reduce their miseries through its talented output of managers. Helping bring about national integrity and peace must be the super aim of any education system. For this very activity, we have to start at the foundation stones of the society-the students in the professional courses for implementing the idea of 'no hand without work' so that we can meet the challenges of future. The standards can be set and achieved with satisfied physiological needs and open minds. Means have to be found to keep pace with the fast changing world around us without losing touch with our culture and depth. We are fortunate of having a rich and prosperous ancient education system of Gurukul, which believed in developing values in life and perfecting one's life morally.

#### *Challenges of Commerce and Management Education:*

Although efforts have been made to reach a stage where business schools are given sheer recognition as institutions of higher learning in India. But these institutions find themselves trapped at cross roads owing to competition present amongst themselves and global commercialization of education. There are mainly following few challenges to be met out by business institutions to prove their laurels and come up as the best :

1. Scarce resources pose the biggest problem in delivery of quality education to the eligible candidates. Today the business schools have become factories to attract materialistic gains to the founders hence their aims are short lived catering to the benefits of handful of people. Looking at the profits bestowed on few good institutions, a large number of new institutions came into existence on after the other like mushrooms in the rains. Despite quite a long list available to candidates to choose from, the quality of courses has vanished. On the other hand, the few good institutions lack of resources with limited seats when quite a large number of candidates seek their guidance and that too in a short span of time.
2. Management of change activity has to be quite fast in the present scene of globalization. It will involve eradication of regional imbalances; procedural and legal changes in decision-making based on changes in government provisions and rulings; planning strategy to capture future prospects. The management schools can be the means of explaining the necessary change in the society and the corporate. Bu the challenge is to handle inaccurate information and analysis.
3. Technology challenges are the most basic issues to any education system. The practical environment involves the use of networks, software and hardware to the full extent but the students are not having adequate level of knowledge to handle and use the technology at workplace. Hence it is a frequent scene at workplaces that they are first trained in routine procedures and then continue with the most efficient lots. The new entrants in any workplace do get mandatory orientation with the work culture, employees and strategies and policies followed by the company. But this is organization and of the aspirants to indulge them in learning languages of programming,

software packages of communication, handling of communication networks for better MIS etc. making education system technology friendly can help to reduce this wastage.

4. Availability of quality faculty in the field of management studies is becoming difficult because of opening up of new lucrative and charming job opportunities with the MNCs and media. The position of instructor is the least preferred choices for the aspirants. The management gurus from the business world are the next best options for guiding the management students. The students can gain lot of skills and strategies from their real life experiences. But their guidance is irregular and quite confusing at times when practical implementation of theory comes into picture. In the absence of good dedicated faculty, the standards are effected and this is the condition being witnessed in many business schools.

5. Social responsiveness and result oriented course structures are the need of the hour. Such Courses must have concerns about future competence of the candidates. Since business world gives eminent place to ethics and social responsibility of the business, business education must inculcate both ethical education coupled with government policies and rules regarding economic welfare of the nation.

#### **VI. SUGGESTION OF THE STUDY**

It has been pointed out by the management gurus that by the year 2007, there will 25,00,000 job opportunities for the professionals in the management field for which the management institutions are capable of supplying about one fourth professionals only. Therefore, it is necessary for us to strengthen our education system. Now the question arises why the managers are not able to meet the standards expected out of them. The present education is unable to equip them adequately to fight against obstacles of real life business environment. Although there are no predetermined procedures to managing stress, but still insights into the model stories called case studies can prepare future professionals to develop problem-solving attitude. The change in the mindset of future managers, institution management and faculty has to be brought about by changing their outlook as makers and shapers of the future. This will enable equitable access of quality teaching to all students in urban and suburban areas of the country. Our honorable President, Mr. A.P.J. Abdul Kalam, has been devoting efforts in promoting e-learning at schools in India where PCs will replace textbooks and notebooks and bring knowledge at the click of mouse. The day is not far when the higher education will be compressed into computer chips to be readily available to the masses. This solves the agenda of scarcity of varied resources at the institutes as well as selection of mode of learning for the personnel. In the present times, the base of our economy is liberalization, globalization and privatization. The knowledge-based industry is benefited by all the three policies in the Indian economy. If the present growth rates contribute, it will not be difficult for India to achieve supreme position in the field of business education in the world.

## VII. CONCLUSION OF THE ANALYSIS

At the end, business theories coupled with real life protocols and harnessing on frontier technology will prepare us to exploit fresh opportunities created by the new environment. These are the steps to make the nation's most advanced knowledge society bringing prosperity to its people. These changes have been put forward from time to time by different committees and commissions appointed earlier by the government but results have been unsatisfactory owing to lack of adequate efforts on part of us. The radical changes so discussed require mandatory hard work so that they can be imbibed into the education system.

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