

A CASE STUDY

Management concepts- An introspection in the Indian context

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ABSTRACT

Management theories emerged in Europe and USA serve as the basis for all the management concepts applicable in a business organization. Management and administration are the foundation stones for an organization. The concepts of management are completely designed in the western countries which is adopted by all business organization. Japan has its unique management style which is rooted in quality of a product and loyalty towards work. In this scenario it is questionable whether India is lacking in its own management theory. This article tries to introspect the management concepts hidden in our glorious past.

KEY WORDS : Management, Concepts, Westernised, Indian, Lesson

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