



**Recent Changes, Challenges and Consequences in Commerce and management
education with reference to National Education Policy,**

Prof. Dr. Sunil Joshi

drsunildjoshi@gmail.com

Executive Summary

Commerce and management discipline have observed sea changes. The development in form of organization changes management its style and attitude. The covid 19 taught us to go for online teaching and learning which can be hence forward shape as blended system. The changes in business operations, digital system, market area and technological change the commerce. Advertisement, marketing, insurance, banking and ware housing changes put the light on new education in commerce and management in recent years. Commerce changes to e-commerce. Aids to trade factors changes with digitalization. Universalization of management principles and organization structure are not in books but in practices with recent economic development and international acceptance to all multi-national corporations. The management education changes to business education which is considered as B-School learning.

All changes are having positive and negative impact. Commerce and management is essential for survival. The common man depends on commerce and management. The challenges are to meet to achieve socio economic objective. Apart from this the environment issue is also to be kept in mind.

Key words

Management, commerce, changes after 1991 consequence of changes in commerce and management.

1) Preamble: -

Change is the only permanent factor in today's modern world. The industrial revolution was regarded as a major change in the industrial world. It changes life style, method of production quality and change in quantity aspect of production. After the said change, labour intensive business, industry, commerce becomes capital and high tech

intensive. There is change in technology, method of production and other factors. The information technology and development in computer is also regarded as revolution. It brings several challenges before us. All changes are not positive there is negativity associated with some changes. But it will be there. As we popularly say science is curse as well as blessings. The digitization net-based economy e-based marketing, governance international trade; tensions and business become key aspect of commerce trade as well as management. The changing dynamics as well as international politics groups and economic warfare further invites new and improved approach in business trade. All its drives us for best education which brings empowerment.

Apart from the structural changes there is change in trade commerce and services after 1991. It brings changes in rules and regulation, procedures methods of business commerce industry knowledge and other such factors. Different policies like banking, labour, industrial import and export, the licensing changes. The policies are changed to acquire the advantage of new economic, global order. The two decades of new economic order brings positive as well as negative aspect. New indirect tax on account of Goods and Service Tax changes the game of indirect taxation and prices.

2) Object of Paner:-

- 2.1) To consider various changes in commerce and management.
- 2.2) To analyze the consequence and changes.
- 2.3) To study the challenges of changes put before us.
- 2.4) To focus on National Education Policy specially for higher education for commerce and management.

3) Hynothesis

- 3.1) There is change in economy after 1991 changes practice, policies and procedures.
- 3.2) New world order changes the style of management and operations of commerce.
- 3.3) National Education Policy covers higher education to meet the requirement of future business.

4) Limitations

Since the subject is very vast the paper considers the management and commerce aspect. The change after 1991 is considered as the base year for change due to adoption of New Economic order.

5) Future Scope of Study:-

There is scope to study the subject in light of challenge introduced by change.

6) Concent:- Management

6.1 Management is the co-ordination of all resources through the process of planning, organizing, directing and controlling in order to attain stated objectives.

Henry L. Sisk

6.2 Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way.

F.W. Taylor

Commerce

6.4 Commerce is that aspect of business which is engaged in distribution of goods and services produced by industry.

6.5 Commerce includes buying and selling of goods and services as well as it removes all the hindrances in the process of distribution of goods and services.

6.6 **E-commerce-** It is application of internet and internet of things of buying and selling of goods and services.

7) Explanation:-

The concept management is used for set of interrelated functions and processes in field of business process and social science. It is process of achievement of stated objectives. It is not only related to business but it is also concerned with day to day life. Time management, health management, emotion management, disaster management and so on are the interrelated examples of management. It is not only development of things but it is direction to and development of people in organization. Several branches of management can be stated as financial management, marketing, human resources, operating and system management. Management is an art because manager has to collect assimilate analyze evaluate facts, and further to take a decision. Management is science because scientific management implies formal methods of investigation and study of problem.

Commerce is aids to trade. The sum total of packing branding insurance, warehouse, transportation banking and marketing is commerce; trade without commerce is not possible. The utilization like time place is satisfied by commerce. But all operations and functions of commerce are carried out by using internet technology.

8. Changes:-

The change in area of commerce and management is classified as basic change and change after 1991 i.e. New Economic Order.

Basic Change

8.1 Management

The management discipline changes as per the change in organization structure. Moreover, we can say that it is change as per change in life. The sole proprietor was considered as oldest and traditional form of organization. But after development especially after industrial revolution the management is separated from ownership. In modern form of organization, company form of organization management part lies with managers and ownership lies with shareholders. Instead of management as an employment in today's modern worlds it is regarded as profession.

The concept of management was use in business traditionally but know a day there is change in the applicability. It is also applied to human resource, hospitality travel tourism, disaster, emotion and so on. The decision making the communication the strategy and planning changes. The technological changes brings changes in functioning operation and routine scheduling of planning at all levels and aspects. There is tremendous change in commerce field. There is development of new area of commerce which is e-commerce. The old and traditional commerce was associated with advertisement of firm on radio and newspaper. Marketing was carried out with dealers and middlemen. The warehousing facilities were not in existence. The insurance sector was not much developed. But know a day the advertisement can be done through internet. There is network marketing and e-marketing. The insurance is also developed as per need. The new and high-tech methods are used for packing, branding and transportation.

8.2 Nature of change in commerce Management Business and Economics after 1991.

After adoption of new economic policies there are several changes in business. It leads to automatic change in commerce and management. Composition of board of directors changes due to change in legal frame work. Foreign Direct Investment and role of Foreign Institutional Institute changes the share holding pattern and management style. Women representation ethical committee corporate social responsibility committee appointment of chief financial officer changes the pattern of governance. It can be mentioned as follows.

Table No 1

Change in commerce and management.

Particulars	Before LPG	After LPG
Legal Change	FERA ACT	FEMA ACT
Legal Change	MRTP ACT	Competition Act
Legal Change	Company Act 1956	Company Act 2013
Banking	Social Banking	Competitive Banking

I.T.	Traditional Communication	Modern communication
Financial	Indigenous Capital	FDI
Trade	No Rupee Convertibility	Rupee Convertibility
I/T	Manual Commerce	e-Commerce
Policy	Non-Cash Subsidy	Cash subsidy
Policy	Government Role	Privatization
Trade	National Market	International Market
H.R.M.	Local Human Resource	Foreign Human Resource
Policy	License Raj and Industries	Ending of licenses Raj
Nature	Closed Economy	Open Economy
Duty structure	Heavy Import Duty	Reduction in Import Duty
Investment	No Foreign Direct Investment	Foreign Direct Investment.
Disinvestment	Investment in Public Sector	Disinvestment Policy
Credit	Rigid Banking Policy	Liberal and flexible policy
Governance	Strict Govt. Control	Less government intervention
Administration	Paper and table administration	E administration
Management	Quasi professional	Professional
Payments	Cash Bank	Payment Banks and e platforms
Delivery	Manufacturer to customers through strict chain of distribution	E-commerce Example. Amazon, Flipchart,
Tax regime	Indirect Taxes	Tax on Goods and services

Above mention changes area basic and structural in nature. It is due to change in policy of government. The opening up of economy, change in import duty, disinvestment policy, and arrival of multi national corporation changes the business scenarios of India as well as changes the commerce and management. The taking over, merger acquisition, changes, the ownership which brings change in style philosophy and culture of management. The reforms in banking policies change the style working. The place of person and books of accounts is taken by computes and pen drive.

The reforms in legal sector also invite change. Foreign Exchange Regulation Act (FERA) becomes Foreign Exchange Management Act. Monopoly Restrictive Trade Practices Act (MRTP) change to Competition Act. Companies Act 1956 has amended several times. There are independent directors on the board of director of the company.

The drives of the change are open economy, banking policy, disinvestment policy, FDI policy, legal reforms, administrative reforms, tax reforms and conditions of world trade organization. The management style changes with change in composition of board of directors and with rules and regulations announced by regulators like Securities Exchange Board of India and Ministry of Corporate Affairs.

National Education Policy- The policy announced in 2019 by Central Government expected to change the education sector. The present regulators are joined under one umbrella. The multidisciplinary approach with 4 years of degree is introduced. The affiliated colleges will change in universities. Less number of colleges with more universities are proposed. The degree is attached to specialized institutions. Maximum number of institutions are linked with national libraries and research units. The National Research Foundation will be game changer. The 64 *kalas*, skills are included in syllabi. All these steps can be supportive to future needs of business and management.

9) Consequences of change

Due to recent changes in policies practices rules and regulation following aspect are possible.

World become a complete market.

Entry into international market

Rupee convertibility

Global competition

World standard quality norms

World standard technology

International technology put to us

Cooperation instead of Competition

The drivers of changes are policies practices change fashion technology multi business model's management of economic resources and concept of user-friendly policy for end user of goods and services. The change in ownership and methodology brings change in management. New performance appraisal norms are introduced. Since there is change in technology, the job specification and job description also changes. The techniques of motivation in form of monetary and non-monetary changes.

We can observe the change in attitude of workers and managers. There is change in attitude of professional like advocates, Chartered Accounts and doctors and engineers. This change introduced the importance to psychology as a subject.

10)- Testing of Hypothesis-

There are changes in economy management and administration.

The National Education Policy can be fruit fill in future changes.

These changes bring challenges before administration and management.

- (A) **Quality** – The trade and services as a source of income of business entities depends only on quality in market. The huge challenge of quality product and services are to be faced. As economy opened all players including foreign are maintaining quality in operation. Indian industries and firms must face the challenge of quality. The technology quality and user-friendly with green norms become buzz word.
- (B) **Human Resource**- Skilled human resource becomes a need of the hour. As technology is applied in very business processes the need for skilled based human resource increases. It also brings the factor of flexible laws and labor laws reform in market. The multi skilled and young talent is demanded and recruited from all over the world. The amalgamation goes beyond competition to cooperation.
- (C) **E- Governance**. The governance style changes to e governance and that too user friendly. The government departments as well as the firms are using e governance in operation. It introduces the factor of compliance and timely compliance in e form. The paper less technology changes the e- work style and work culture. Governance style ethics contribute more in practice.
- (D) **Organization Structure**- Flexible and transparent organization becomes necessary due to changes. Representation to all stake holders' women on board and formation of various committees for governance becomes challenge before firm. It changes total administration and management. As human factor become more flexible it challenges to retain good quality also becomes one challenge.
- (E) **Survival of fittest**. Severe competition open economy agreement of trade and practice and less government brings principle of survival of fittest in market. The business which will provide quality and that too at reasonable price will sustain in market.

11) Findings and conclusion

There is search for more comfort. The introduction of computer or information technology is every where. E-banking has taken place which introduced .Services sector expanded at large. Package culture is developed instead of salary. But more over the forms are striving to enter in to market with full potential. The foreign business entities are entering in to Indian market with a view to enjoy financial benefits as the population in market is more comparing to rest of the world. Government with policies of startup ease of doing business setting special economic zone are playing the role of facilitator in market.

The change has invited the challenges to force world recession. Agriculture driven country like Indian is waiting for reforms. The challenge of unpredicted monsoon, subsidy, and rural

indebtedness must address for sustainable development. Industries are waiting for new policy of e commerce as well as e vehicles and more infrastructure development with simplified tax reforms.

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Authors Profile

Name	Sunil Dattatray Joshi
Qualifications	M.com M.A., Ph.D. D.I.T Experience- 28 Yrs
Designation	Professor :-Bhonsala Military College
Qualifications	M.com M.A. Ph.D. D.I.T
Mob. No.	9850128884. Email drsunildjoshi@gmail.com