Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2024): 8.431 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 11 | Issue: 8 | August 2024 -Peer-Reviewed Journal

LEVELS OF MANAGEMENT AT FLIPKART

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ABSTRACT
This research operationally defined three top-level management priorities and made some suggestions about these priorities' relative levels of importance across three stages of organizational life cycles. Two different studies, a field study and a simulation, were conducted concurrently. The findings support some specific hypothesis about relationships between priorities and life-cycle stages.

The role of technology in the changing land scape of management.The importance of diversity and inclusion in management.The challenges of managing in a virtual environment.The future of work and its implications for management.

INTRODUCTION

Levels of Management

Every Individual in the organisational hierarchy is responsible for the successful completion of a particular task. To be able to fulfill that responsibility is assigned authority or the right to make decisions. This authority-responsibility relationship binds individuals as superiors and subordinates. .There are three levels of management found with in an organization and manager sat these levels have different roles to perform for the organisation.

Top Management

Top-level management is accountable to the shareholders for the performance of the organization.Topmanagementconsistsofthesenior-mostexecutivesoftheorganisation and their team.

Functions

- To formulate overall organizational goals and strategies for the achievement.
- To be responsible for the welfare and survival of the organisation.
- To analyse the business environment and its implications for the survival of the firm.
  To be responsible for all the activities of the business and for its impact on the society.

Middle Management

They are also referred to as the executory level managers. These people are directly accountable to top management for the functioning of the irrespective departments, devoting more time to organizationaland directional functions.

Functions

- The roles and responsibilities of the middle-level management can be summarized as follows:
- Executing the plans of the organization in accordance with the policies and directives laid down by the top management level.

Lower Level Management

Italsoreferstooperationalorsupervisorymanagement.Foremenandsupervisorscomprise the operational management.

Functions

- Supervisorsdirectlyoverseetheeffortsoftheworkforce.Theirauthorityandresponsibility are limited
  According to the plans drawn by the top management.

I. Organisational or Economic Objectives

The maximum possible advantage,i.e. to fulfil the economic objectives of a business.These are The main objective of any organisation should be to utilise human and material resources to survival, profit and growth.

- **Survival**: Themanagementofan organization must ensure the survival of the organisation by earning enough

revenues to cover costs.
- **Profit**: Management must ensure that the organisation makes a profit, which is an incentive for the continued successful operation of the enterprise. Profit is essential to cover costs and risks for the business.
- **Growth:**It is important for every business to grow in the long run.Managementmust exploit fully the growth of potential of the organisation. The growth of a business can be measured in terms of

II. SOCIAL OBJECTIVES

Socialobjectivesof managementinvolvethecreationof benefitsoreconomicvalue for society. This includes:

- Using environmental friendly methods of production
- Providing basic amenities like schools and crèches to emp0loyes.
- Giving employment opportunities to the weaker sections of the society,etc.

III. PERSONALOBJECTIVES

Personal objectives of management involve the creation of benefits or economic value for society.

NEED OF THE STUDY

The purpose of this study is to explore the how management levels are working and co-ordinate in organization to achieve the organization goals. The skills needed by managers vary according to level. Top managers need strong conceptual skills, while those at mid levels need good interpersonal skills and those at lower levels need technical skills. All managers need strong communication, decision-making, and time-management skills.

OBJECTIVES OF THE STUDY

- Objectives of the study provides a framework for actions and decisions.
- One main objective for managers includes using planning and predictions to reduce opportunities for risks and losses.
- A primary objective of management includes maintaining the quality standards necessary for the organization.
- The team collaborates with executives, leaders and stakeholders to generate, pitch and implement overall business strategies or frameworks.
- Management teams work to use resources effectively to provide the most output possible.This objective creates the ability to increase profits by reducing the ratio of resource costs to profits.

SCOPE OF THE STUDY

- Top-LevelManagement:Executivesresponsibleforsettinggoals, formulatingstrategies,and making high-level decisions.
- Middle-LevelManagement:Departmentalmanagers,divisionalheads,orregionaldirectorsresponsible forimplementingstrategies,coordinatingactivities,andoverseeingday-to-day operations.
- Lower-Level Management: Frontline supervisors, team leaders, or first-line managers responsible for directing the work of non-managerial employees and ensuring operational efficiency.

RESEARCH METHODOLOGY

"The procedures by which research go about their work of describing , explaining and predicting phenomenon are called methodology".

Top-levelmanagement,ourresearchmethodologyinvolvesacombinationofqualitativeand quantitative approaches. We conduct semi-structured interviews with C-suite executives and board members to gain insights into strategic decision-making processes, leadership styles, and the formulation of organizational vision and goals. Additionally, we analyze financial reports, annual statements, and publicly available data to assess performance indicators and strategic outcomes at this level.

To understand the role of middle-level management, we employ a mixed-methods approach. Surveysare distributed to departmental managers and divisional heads to gather quantitative data on their day-to-day responsibilities, decision-making authority, and challenges faced in executing organizational strategies. In-depth interviews are then conducted with a subset respondents to explore nuanced aspects such as communication patterns, team dynamics, and managerial effectiveness within their respective units.

At the lower levels of management, our research methodology focuses primarily on direct observation and participatory action. Through shadowing frontline supervisors and conducting focus group discussions with non-managerial employees, we gain firsthand insights into the implementation of operational plans, team coordination, and there solution of workplace issues. This ethnographic approach allows us to capture the lived experiences of managers and workers on the ground, providing rich qualitative data for analysis.

Data Analysis and Interpretation:

The collected data undergoes rigorous analysis using both qualitative and quantitative methods. Qualitative data from interviews, focus groups, and observations are coded andThe matically analyzed to identify patterns ,themes, and emergent insights. Quantitatived ata from surveys and financial reports aresubjected to statistical analysis, including descriptive statistics, correlation tests, and regression analysis, to uncover relationships and associations between variables of interest. The findings are then synthesized to develop a coherent narrative that addresses the research questions and objectives.

LIMITATIONSOFTHESTUDY

- Oneoftheprimarylimitationsofmanagementislimitedresources.Everyorganization has limited resources such as money, time, and human resources. The management has to make the best use of these resources to achieve the organization's goals.
- Moreemphasisisgivenongoalsandtargets.Themanagersputconstantpressureon the employees to accomplish their goals and forget about the use of MBO for involvement, willingness to contribute, and growth of management.

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LITERATURE REVIEW

AccordingtoMintzberg(2009),beingamanagermeanshavingresponsibilityforanentireor part of an organization (e.g. a department). Studies of managerial work have been done since the 1950s and have generated a fairly comprehensive picture of what generally characterizes the daily work situation (Carlson, 1951; Mintzberg, 1973; Stewart, 1982).

- The demands, constraints and choices the manager makes may differ, for example ; because of the type of industry, organization and managerial level (Bernin and Theorell,
- 2001;Lundqvist,2013;Tengblad,2012).

INDUSTRYINTRODUCTION

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra and Jabong.Launchedin2007,Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 100 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

Flipkart's Funding

The market value of Flipkart in the year 2022 is estimated to be **USD 37.6 billion.**The major investment in the firm had been poured by the founders themselves, which was a total of 5,600 USD when the company was first established. Following this, investments came in from**Accel India** and**Tiger Global,** with Tiger Global continuing to play a pivotal role in the company's financial future.

eBay,Axis Bank,Manhattan VenturePartners,and SoftbankVisionFund are justa handfulof the major investors who have contributed to the platform. The most significant event in the platform's history was when it was bought by **Walmart**for a total price of $16 billion, with Walmart purchasing a 77% ownership stake in the company.

ProductAssortment :MobilePhones

Flipkarthas a mobile device appropriate forcustomers of allincome levels and technological inclinations, ranging from basic feature phones to cutting-edge smartphones. Flipkart takes care of all the fundamentals, searching for bigger and fuller displays, batteries that pack more power, lightning-quick CPUs, beauty apps, high-tech selfie cameras, or large internal storage space.

Browseproductsfromsomeofthemostwell-knowncompaniesinthenation, including*Samsung, Apple, Xiaomi, Realme, and Honor*, to mention just a few. You can shop withcomplete peace of mind knowingthat youare onlypurchasingfromthe industry's most reputable brands.

The Flipkart Complete Mobile Protection offers door-to-door services for various post- purchase issues, including cracked displays, liquid damage to the phone, hardware and software faults, and replacements. In addition, if you have the Complete Mobile Coverage Plan from Flipkart, you won't ever have to worry about wasting time going from one service centre to another. This package includes access to a variety of post-purchase options, beginning at as cheap as 99 rupees!

Furniture and Home

Moving to a new location is never simple, and it may be more difficult if you need to purchase new furniture for the new home. It might be challenging to arrange all furniture, such as beds, couch sets, dining table sets, closets, and TV units.

THECOMPANYPROFILE

FlipkartPrivateLimitedisanIndiane-commercecompany,headquarteredinBangalore,and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumerelectronics, fashion, home essentials, groceries, and lifestyle products

Awards and Recognition

- Sachin Bansal was awarded Entrepreneur of the Year,2012–13from *The Economic Times*, a leading Indian economic daily newspaper.[167]
- In September 2015,the two founders entered *Forbes India*'s richest Indian by year, debuting in the 86th position with a net worth of US$1.3 billion each.[168]
- In April 2016,Sachinand Binny Bansal were named to *Time* magazine's annuallist of the 100 Most Influential People in the World.[169]

DATAANALYSISANDINTERPRETATION

TechnicalProgramManagementisasub-functionunderStrategyDeploymentfunctionand is responsibletodrivelarge,complex,multi-phasedTechnicalInitiativesthathelpstodeliver Product/Tech andBusiness&OperationsCapabilitiesthatareidentifiedbyFlipkartLeadershipas partof Annual StrategyprocessandmanagedthroughQuarterlyimplementationcycles.

TechnicalSkillsarelargelyrequiredat:

- Juniormiddlelevel
- Toplevelmanagement
- Seniormiddlelevel
- Lowerlevel

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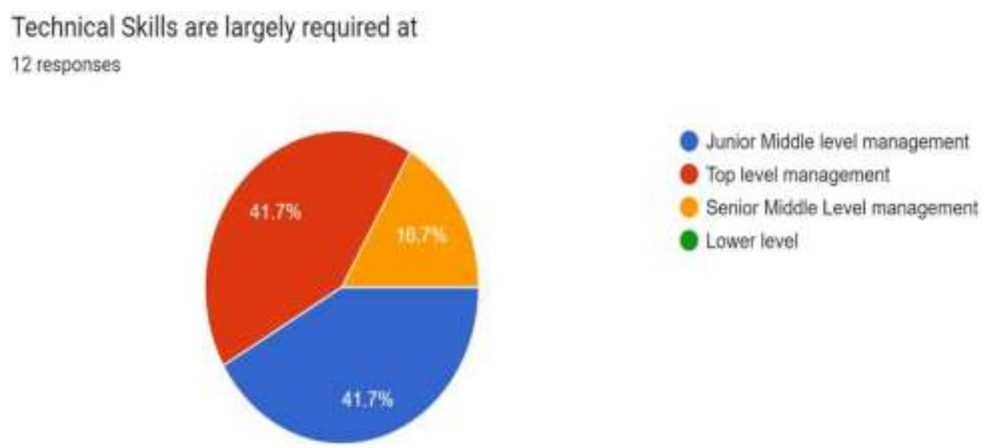
Options	No. of Respondents	Percentage of the respondents
Juniormiddlelevel	5	41.7%
Toplevelmanagement	5	41.7%
Seniormiddle level	2	16.7%
Lowerlevel	0	0
Total	12	100

INTERPRETATION: From the above analysis41.7% of the people are respondent to junior middle levelmanagement,same41.7%ofthepeoplearerespondenttotoplevelsofmanagementandlow responses from people for senior middle level management is 16.7% and 0% to lower level.



CASESTUDY

THE RETAILE

Serving more than 20 million Italian customers every month, the company is a leading Italian E-Commerce operations selling millions of products every year on its sites and working with thousands ofbrands.

THECHALLENGE

The customer turned to Flipkart Cloud Commerce to provide pricing solutions including Predictive Pricing and Pricing Intelligence to better serve their audiences and be more competitive in the local andglobal marketplace.

CONCLUSION

- From the above data analysis it can be conclude that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and comb of delivery payment option.
- The hypothesis framed for the project Consumer Perception towards Online Utilities Shopping was "Online utilities shopping stores are beneficial for the consumer.
- From the above data analysis it can be determined that most of the respondent would agree to buy utilities online rather than shopping of utilities with the traditional method.
- Out of the agreed respondent to buy online utilities, most of the respondent would think that it would be beneficial to shop utilities online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues.
- With above analysis we can thus prove the hypothesis to be positive.

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