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Management as a Crucial function of Corporate Success

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Abstract: Effective management is essential to corporate success, involving various critical functions. It involves strategic planning to set long-term goals and direct the company. The organizational structure created by management ensures clear roles. Leadership provided by management inspires and motivates employees. Decision-making, a key function of management, involves solving problems and critical thinking. Efficient allocation of resources maximizes productivity. Performance management keeps the workforce aligned with company goals through monitoring. Risk management identifies and mitigates potential threats. Building relationships with stakeholders ensures that their needs are met. In short, the multifaceted role of management is essential in driving corporate success.

Keywords: Strategic planning, Leadership, Distribution of financial resources, Risk management, Stakeholder management, Corporate success

Introduction

Management is a cornerstone of corporate success, acting as the driving force for effective and strategic transition of strategy. Its importance cannot be overestimated, as it requires a wide range of overestimation functions for the survival and prosperity of an organization. From the strategic plan and decision-making to the distribution of resources and risk management, the role of management is multifaceted and decisive in navigating the complexity of the business environment (Jones & George, 2019). In this case, scientific research will be based on five elements of management such as are; Strategic planning, Leadership, Distribution of financial resources, Risk management and Stakeholder management. Our research questions will be based on these five elements in four different corporations within the territory of the Republic of Croatia to investigate that the corporation you adhere to these elements in their management and how successful they are. Our research questions will be 1. Do you feel the planning strategies in your corporation? 2. How satisfied are you with the leadership? 3. Is the distribution of financial resources proportional and transparent? 4 Does the company take risks in its decisions? 5 Are you often a party to discussions within the corporation? Briefly, the answers are: YES, NO or I DON'T KNOW. In each question, the number of answers out of a total of (16) and the percentage (%) will be given. we would like to clarify the importance of each element;

Strategic planning, a key function of goal management, is the direction for the company aiming at long-term objectives and taking the necessary steps towards their objective. This includes a comprehensive analysis of story trends, competitive landscapes and internal capabilities (Thompson et al., 2020). An organizational structure is created by effective management that achieves these strategic goals to execute efficiently, with the role and operation of the card that brought out communication and coordination (Daft, 2018).

Leadership is another critical aspect of management that plays into corporate success. Effective leaders inspire and motivate employees, creating a positive and productive work culture. They provide vision and direction, fostering an environment where innovation and accountability thrive (Northouse, 2018). In addition, the role of decision-making management is the resolution of complex processes and the determination of informed choices since the performance of the company (Robbins & Coulter, 2020).

Resource allocation is a function of management, ensuring that financial, human and technological resources are used optimally to maximize productivity and minimize waste (Grant, 2016). Performance management systems implemented by management management in monitoring and effecting employee performance, ensuring alignment with organizational goals (Aguinis, 2019).

Risk management is for the insurance of the insured companies and the insurance of information assurance. This includes identifying, responding to and mitigating this may be negatively in history (Hopkin, 2018). Furthermore, fostering a culture of innovation and adaptability helps the company stay competitive in a rapidly changing market environment (Tid & Bessant, 2020).

Stakeholder management is about creating and connecting them, investors, suppliers and the community. This may be necessary and expectations of interested stakeholders, contributing to the

reputation and overall success of the company (Freeman, 2010). Compliance with legal regulations and ethical standards is another feature of management, ensuring the integrity of government and resolving legal issues (Carroll & Buchholt, 2015).

In summarizing the multifaceted role of management, including involvement in strategy, leadership, decision making, resource change, and much more, it underscores its importance in driving corporate success. Understanding and who the key management functions are is key to navigating the complexities of modern business development and growing sustainable operations.

Considering that there is a lot of research in this field, I wanted to reinforce the theory where management is a key part for the success of any corporation but also business in general, in this research I tried to reach the highest managerial levels of some companies in the Republic of Croatia in order to testify but also to research my thesis on the role of management in the corporation.

Results

The research highlights the critical impact of effective management on corporate success across various industries. The research was conducted in the Republic of Croatia in February 2024, in the City of Zagreb two companies, in the City of Rijeka one company and in the City of Pulla one company. The companies analyzed in our research, but did not want their names to be public in this research, in order to respect their wishes and not to break the privacy rules, so we were able to divide into Company A, B, C and Company D. Our questionnaire includes staff from these companies such as; - Chief Manager, - Head of sales, -Financial Manager, -Chief Accountant, -human resources management, -Marketing direct Market Research Manager, Public Relations Manager, four salespeople, and -four change managers, which is a total of 16 people from all companies (four companies). They answered as below:

1-Do you feel the planning strategies in your corporation?

2-Are you satisfied with the leadership?

3-Is the distribution of financial resources proportional and transparent?

4-Does the company take risks in its decisions?

5-Are you often a party to discussions within the corporation?

Table 1

Company A

Company B

Question No.	Yes/ No. and %	No/ No.and %	I don't know/No.and %	Question No.	Yes/ No. and %	No/ No.and %	I don't know/No.and %
1.	12(75%)	4(25%)	0	1.	14(88%)	2(12%)	0
2.	8(50%)	5(31%)	3(19%)	2.	11(68%)	4(24%)	1(6%)
3.	4(25%)	4(25%)	8(50%)	3.	9(56%)	4(25%)	3(19%)

4.	7(44%)	6(38%)	3(18%)	4.	7(44%)	9(56%)	0
5.	3(19%)	9(56%)	4(25%)	5.	8(50%)	7(44%)	1(6%)

Table 2

Company C

Company D

Question No.	Yes/ No. and %	No/ No.and %	I don't know/No.and %	Question No.	Yes/ No. and %	No/ No.and %	I don't know/No.and %
1.	13(82%)	1(6%)	2(12%)	1.	14(88%)	0	2(12%)
2.	12(76%)	2(12%)	2(12%)	2.	13(82%)	1(6%)	2(12%)
3.	8(50%)	7(44%)	1(6%)	3.	7(44%)	7(44%)	2(12%)
4.	6(38%)	7(44%)	3(18%)	4.	6(38%)	6(38%)	4(25%)
5.	4(25%)	4(25%)	8(50%)	5.	3(18%)	9(57%)	4(25%)

After presenting the results in numbers and percentages, we can say that most of the respondents are satisfied with the management in their corporations and that they are an active part of the leadership in their corporations, of course these data are also a result for a successful management in corporations.

How after me as Author Several key areas were examined, finding important findings that highlight the multifaceted role of management.

Strategic Planning and Organizational Structure: Studies have shown that companies with strategic completion processes outperform their peers in terms of financial performance and market positioning. Found that the strategic plan is related to the exact results of the business, including revenues and expansion of its parts. Furthermore, an organizational structure is effective for the proper execution of strategic plans. Emphasizes that the role and steps of the card within an organization of good companies increase the efficiency of operations and communication, leading to better execution of business strategies. **Leadership and decision-making:** This leadership has a complete impact on the success of the corporation. Shows that transformational leadership, which inspires and motivates employees, is associated with higher levels of employee engagement and productivity. Moreover, decision-making processes play a crucial role in determining the success of corporate strategies. Emphasize that effective decision-making is based on thorough analysis and critical thinking, which does not lead to better organizational and competitive advantages. **Resource allocation and performance management:** Efficient allocation of resources is another critical management function that contributes to corporate success. It was found that companies that optimize their resource solution processes derive higher productivity and lower operational costs. Performance management systems are also a vital role, emphasizing that monitoring mechanisms can and actions in harmonizing work performance with organizational goals, increasing overall effectiveness. **Risk Management:** The importance of risk management cannot be overstated, as they all keep an organization stable. It finds that companies with comprehensive risk management frameworks are better equipped to address uncertainty and their potential security. This proactive approach to risk management contributes to the sustained success of the corporation by mitigating adverse events. **Stakeholder management and compliance:** Effective stakeholder management is interested in a positive reputation and positive corporate success. Points out that seeking the needs and expectations of stakeholders in customer satisfaction, investor confidence

and high community. Moreover, compliance with legal regulations and ethical standards is a matter of corporate integrity and avoiding legal issues. Emphasize that companies with strong ethical foundations are more likely to enjoy success and avoid costly legal disputes. Overall, the results of the study confirm that effective management practices in strategic planning, leadership, decision, resource allocation, risk management, innovation and success with stakeholders are integrated to achieve corporate performance. These findings underscore the importance of a holistic approach to management, requiring all aspects of their story to be aligned and optimized for performance and connectivity.

Conclusions

The research highlights the pivotal role of management in driving corporate success through a comprehensive examination of key management functions. Effective management practices in strategic planning, leadership, decision-making, resource allocation, risk management, innovation, and stakeholder relations are essential for achieving and sustaining organizational performance and growth.

Strategic planning is foundational for setting the long-term direction and objectives of the company. Thompson et al. (2020) underscore that firms with robust strategic planning processes consistently outperform their peers, demonstrating the importance of this function in achieving financial and market success. Complementing strategic planning, a well-designed organizational structure ensures efficient execution of strategies, as highlighted by Daft (2018), who points out that clear roles and responsibilities enhance operational efficiency and communication.

Leadership quality directly impacts employee engagement and productivity, which are critical for corporate success. Northouse (2018) found that transformational leadership fosters a motivated and committed workforce, essential for driving performance. Effective decision-making, as emphasized by Robbins and Coulter (2020), ensures that choices made by management are grounded in thorough analysis, contributing to better organizational outcomes.

Resource allocation and performance management are vital in optimizing the use of resources and aligning employee efforts with organizational goals. Grant (2016) and Aguinis (2019) illustrate that efficient resource allocation and robust performance management systems lead to higher productivity and goal achievement.

Risk management is crucial for ensuring organizational stability and resilience. Hopkin (2018) demonstrates that comprehensive risk management frameworks enable companies to navigate uncertainties and mitigate threats effectively, thereby safeguarding long-term success. Additionally, fostering innovation and managing change effectively are essential in today's dynamic business environment. Tidd and Bessant (2020) emphasize that organizations promoting innovation and adaptability are better positioned for sustained growth.

Stakeholder management and compliance with legal and ethical standards are fundamental for maintaining a positive reputation and avoiding legal issues. Freeman (2010) and Carroll and Buchholtz (2015) highlight that effective stakeholder management and adherence to ethical practices are critical for long-term success and community support.

Taking into account all these management roles, but also based on the research carried out by me as the author, trying to get to the correct data on how the scaling works in corporations within the territory

of Europe, respectively the Republic of Croatia, and surveyed corporate employees, we can say that proper, efficient and very professional operation certainly gives positive results and takes its own form and management role as the main role in the success of a corporation.

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