Management by objectives

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

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**Management by Objectives**

**Introduction**

Management by objectives is defined as an establishment of management information system that can be used to compare achievements and the actual performance related to defined objectives. It is also called management by results. The term was for the first time introduced by Peter Drucker in his book called, “The Practice Management”. It is also defined ss a process that can help to declare specific objectives in an organization so that a roadmap can be made to achieve each objective in a practical sequence (Drucker, et al., 2018). Management by objectives is one of the steps that can help to study the needs of a company adhering to productive work environment. In a nutshell, it can be found that the management by objective is a comprehensive managerial system that helps to integrate major managerial activities in a more systematic way taking into account the fact that it is consciously directed towards the achievement of objectives. The objectives can be both, effective and efficient adhering to the success of the company (Steiss, et al., 2019).

**Discussion**

There are five steps of management by objectives, such as review of organizational goals, analyzing and setting work objectives, monitoring progress, evaluation, and rewarding best performances (Drucker, et al., 2018). Organizational goals are the goals that are significant to achieve the effusiveness of origination and they can serve the prime purpose. Employee Objectives incorporate general objective planning premises and strategies taking into account that strengthening of employees and employers (Drucker, et al., 2018). Management by objective plays a significant role in the continuous monitoring of the performance and progress of the company by identifying ineffective program and comparing performance with pre-established objectives. Performance Evaluation is concerned with the participation of concerned managers so as to review performance. Providing Feedback plays a significant role in management by objectives program that plays a primary role in allowing individuals to correct and monitor their actions (Drucker, et al., 2018). It would not be wrong to say that the key to success of an organization is, management by objectives because it acts as a scale of evaluation along with a predictor of the future. An analysis of Apple Inc is one of the greatest examples of objective management (Drucker, et al., 2018). Apple Inc is a multinational American organization that is located in I Infinite Loop in California. It is one of the world-renowned organization that was a living example of management by objectives. Integration of Management by objective reveals that there is a great difference between the past working and current productivity of the company. An analysis of Management by objectives in Apple Inc is guided by the implication of Human Relation theory. As a company is not able to achieve its objective without employees and integrating understanding between employers and employees, human relation theory plays a significant role in determining the objectives and measuring the achievement of objectives (Paam, et al., 2019)).

**External Factors involved in issues of management by objective**

**Social Factors**

Social factors that can play a role in creating barriers to the management of objectives are social unemployment rate, education levels public holidays and safety perception. All these aspects can affect the achievement and maintenance of objectives (Steiss, et al., 2019). In apple, employees lack an emotive and motivational approach that is resulting in more suicidal attempts. Employees lack social life due to organization pressure and there are a number of cases in which employers are not even paid for overtime and services (Paam, et al., 2019).

**Political Factors**

Political factors that can create barriers in the management of objectives is public investment, political stability, internal trade agreements, and local infrastructure. It is found that the disputes with the US Federal Bureau of investigation are one of the major barriers that create hurdles in management by objectives (Jobber, et al., 2019). A continuous increase of the lobbying budget also performs the same role where long-term objectives are compromised

**Technological Factors**

There are certain technological factors that act as primary issues in the management of objective such as the professional code of ethics and materials and equipment. In Apple Inc, competitors play a major role because Apple is continuously facing challenges that are ultimately affecting the professional code of ethics also effecting materials and equipment (Drucker, et al., 2018).

**Market Factors**

Organizational market share, leading trends of the market and the trends of growth market also play a major role in market factors. Limited market of the Apple products and the duplications of products by fellow companies have brought a great effect of the management by objectives of the company. Moreover, there are new consumer products that are creating barriers. Apple's operating system has the potential to limit the variety of the products that also tarnishes the objectives ultimately making them impossible to achieve (Jobber, et al., 2019).

**Internal Factors involved in issues of management** **by objective**

There are several internal factors that play a major role in causing barriers in management by objectives

**Leadership**

Leadership also plays a significant role in causing barriers in management by objective taking into account that employers play a signify role in formulating the perceptions and future frameworks of goals and achievements. The hustle in Apple to maintain the past stardom has played a major role in the analysis of leadership. Apple lacks a leader that could redirect the success and progression of the company. It would not be wrong to say that leadership act as a coordinator of all organizational roles and responsibilities that could bring positive reforms in almost all the sectors of an organization (Jobber, et al., 2019).

**Organizational Structure**

Changes in organization structure play a significant role in determining the relationship of employees towards an organization. Moreover, the change of organizational structure can play a major role in defining comparative goals and objectives. Due to the lack of leadership and motivation that could train employees, the organizational structure is lost and somewhere misdirected because employees are not owned and they face a lot of problem regarding employee management (Zhang, et al., 2018).

**Learning**

The learning of the employees and the ability to address issues also play a major role in misguiding management of the objectives. The success of Apple is highly centered on the learnability of the employees, site to the external and internal complications. There is a great reduction in the paradigms of learning that can help to achieve objectives and incorporate comparative success (Steiss, et al., 2019).

**Role of Human Resource Theory**

The incorporation of human management theory asserts that a company should try to enhance employee motivation along with workplace morale so as to improve three-way communication. It is asserted that the working conditions and employment should be made less impersonal so as to given freedom of survival (Paam, et al., 2019). In accordance with human resource theory, those strategies and techniques should be designed that can increase job satisfaction and enhance employee morale. Moreover, this theory asserts human assets by providing development programs and training. An analysis of Human Resource Management in the context of Apple Inc reveals that today, Apple is facing numerous issues in terms of management by objectives. Moreover, it is found that barriers in the management of objectives play a significant role in complicating external and internal factors that can ultimately affect management by objectives (Paam, et al., 2019).

**Strategies to deal with issue**

There are a number of strategies that can be set to deal with the issues that arise in an organization.

**Planning**

Planning is one of the significant strategies that can be used to address the issues that can create complications in the achievement of objective, analyze success and make future prospects that can play a positive role in bring success to the organization (Steiss, et al., 2019). If Apple would work with more planning rather than a reaction to the external stimuli that are threatening organization then there would be a greater achievement of the goals.

**Leadership attributes**

Leadership attribute is a significant trait that can help synchronize both employers an employee. According to a report, major issues in the management by objective is the result of the gaps that exist between the employees and employers (Paam, et al., 2019). Choosing a leader with broad-spectrum and analytical decision-making power can help to achieve the objectives by management because a leader will know how to address the external stimuli and organize employees and employee expectations so as to achieve the desired goals (Zhang, et al., 2018).

**Employee Management**

Employment management is one of the primary strategies that can help apple to achieve its objectives because Apple is facing issue because of the lack of clear expectations. All the pressure of competitors and other threatening resources is exposed to the employees because of the which Apple does not find its employees productive and committed leading to misdirected objectives and lack of positive attitude (Drucker, et al., 2018). Moreover, catering to the social factors, the needs and options of the employees can also play a major role in the achievement of the goals that can help Apple to achieve success by the management of objectives.

**Enhancing Communication**

Communication is more like a bond and bridge that connect employees with the employers. Enhancing and encouraging communication between the departments and elements of the organization can play a central role in the analysis of the tools that can redirect company to success. Moreover, it will bring the stakeholders on the same board as that of employees by opening ways in which employees would be valued (Drucker, et al., 2018).

**Synchronizing Resources**

Struggle for resources and the conflict of management of resources also plays a significant role in the analysis of the maintenance of objectives, taking into account that it will allow employees to feel themselves as a major part of the organization. Moreover, employers would think of the security and benefit of the employees that would help them learn more skills and attention towards the achievement of goals of the organization. If Apple would synchronize its resources in terms of strategic planning, instruments, economic platforms, and retention of employees, there would be a positive outcome that could help the company to chase objectives by management (Jobber, et al., 2019).

**Proposed Challenges and their solutions**

There are numerous challenges that occur during the implementation of strategies, taking into account that each of the challenge can be addressed by a particular solution

**Changes in plan**

Any change in the annual plan would lead a company to difficulty because it is hard to attain goals under situation fluctuation. However, this challenge can be faced by having an alternate plan that could be applied at any stage and protect the company from any unforeseen loss (Steiss, et al., 2019).

**Organizational Conflict**

Incorporating leadership can involve organizational conflict because it is not obvious that all the sector managers and stakeholder would agree to a single ideology of point of view. It may result in ignorance from one or more people resulting in mismanagement. however, this challenge can be mitigated by making a decision through collective options and discussions (Steiss, et al., 2019).

**Employee Management**

More demands and unreasonable expectations from the employers is one of the challenges that is associated with employee management taking into account the fact that employees expectation increase with open discussion and it may reject or defy the set of policies and rules of the company. However, this challenge can be addressed by introducing a complete framework to employee engagement that could make employers aware of the scale of desires and expectation (Jobber, et al., 2019).

**Access to information**

Access and utilization of information is one of the major factors in the analysis of the communication because there are a number of cases in which company’s information and resources are exploited by the employees due to excessive information (Steiss, et al., 2019). This challenge can be mitigated by defining limits between information necessary for employees and the confidential information where it can help both employers and employees to adhere to management.

**Lack of performance or low performance**

Lack of performance and low performance is one of the prime issues in employee management because a company expects its employees to give their best taking into account that the performance of the employee effect, history, organizational framework, future goals, and services (Drucker, et al., 2018). It can be resolved by using training as one of the major resources that can teach employees to become aware of the expectations and objectives that are required of them.

**Conclusion**

The analysis of issues in management by objective in Apple can be found by the relative analysis of Human resource theory taking into account that misguided objectives. The failure to manage by objectives can be termed as one of the reasons of the downfall and somewhere narrowed scope of the enterprise. Incorporation of those strategies are necessary that can help employers to bring employees on a positive board of expectations where objectives can be made more realistic and hurdles can be mitigated. It would not be wrong to say that management by objectives is one of the major tools that can bring positive reforms in an organization by mitigation of both structural and human resource challenges.

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