

# Management Anthropology - Analyzing and Shaping the Organizational and Business cultures

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## Abstract

The anthropology is the study of societies, which helps us to learn about society and its activities. Anthropologists' works on the culture and environment, for instance, have helped management to better understand differences in fundamental values, attitudes, and behavior in different countries within different organisations.

**Keywords:** Finding unoccupied market space, Qualitative market research, Cultural Probe & observation

## Introduction

Anthropology is a branch of social science that investigates human behavior and culture.

The fundamental purpose of management principles is to study, understand, and predict human behavior.

Corporate humanities will help the management to advance and improve the product contributions and identify open market space that can take before competitors do. Here is how to get started and why we should make it a part of the "way we do things around here."

## What is the role of anthropology in management?

Anthropologists can assist in the analysis and shaping of organisational and corporate cultures. Social systems and cultural frameworks are constantly changing. As a result, applied anthropology's methodology, data, and theories must be reviewed and updated regularly.

- Many anthropologists work with businesses to better understand and work with communities impacted by their operations. This study proposes a Social Ecology model aimed at citizen empowerment and impact management, identifying ideas such as informal networks and routines, human geography, and citizen issue management that transform ethnography into a management framework & Corporate repercussions.

- Anthropological methodologies are used to research the business sectors of management, operations, marketing, consumer behavior, organisational culture, human resources management, international business.

1. As anthropologists increasingly enter the field of design in various commercial contexts, it is essential to recognise the long history of anthropologists in design.
2. Anthropology who engage with economic and corporate issues
3. Settings for community development.
4. Anthropologists have expressed alarm for ecological social, cultural, economic, physical, and mental consequences of the society.
5. Organizational anthropology uses the worldwide insights of anthropology as an academic subject to highlight the challenges and circumstances we face every day in the groups and organisations in which we all engage.

### Why is anthropology useful?

Anthropology provides the possibility to study every aspect of human existence & Anthropology provides the answer to our questions about ourselves, our past, present and future. Anthropology helps to connect everyone from around the globe.

**Organizational anthropology** applies the global insights of **anthropology** as an academic discipline to illuminate the problems and situations we encounter in the everyday groups and **organizations** in which we all participate every day.

Business anthropologists contribute to economic development worldwide, provide direction for better-run organizations, and help companies improve their understanding of consumers, leading to product innovations and brand communications responsive to bona fide consumer needs and want.

Anthropology helps companies to set of values that describe the culture's aspirational characteristics, such as honesty, teamwork, customer focus, responsibility, and innovation. Few firms, on the other hand, articulate the values they wish to establish their company.

### What is the significance of anthropology in business?

- In recent years, anthropology as a study has grown steadily, as it has its application in various sectors. Anthropology in business is one of the most talked-about disciplines of applied anthropology.
- The world has realized that business is more than simply an economic undertaking; it is also a human activity. As a result, neoclassical ideals have taken the role of classical thought
- *Anthropology* is a field that has created a wide range of qualitative approaches for studying people and their actions. For this reason, practitioners in the business sector have been doing so for a long time.

- As an alternative to a more formal methodology, ethnographic approaches can be used to explore organizational issues. Participant observation, unstructured and organized interviews, and other "naturalistic," unstructured, and face-to-face study techniques are all techniques specific to anthropology.

*In a worldwide context, business anthropologists play a critical role in designing culturally responsive policies and strategies.*

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### **In anthropology, what is a paradigm?**

- A paradigm is the ideas, practices, and overall perspective of a field due to these assumptions and organization follows discipline, conveyed through the market research, such as laws, theories, generalizations, data collection techniques, and data evaluation methods.
- A set of assumptions, theories, beliefs, and principles that govern a way of looking at the world to manage effectively.
- In this paradigm of implementation methodology, the anthropologist as a change project manager identifies as a reflective change agent rather than a researcher. Can a real-time description of how a community is constantly working and an evaluation of citizen-identified concerns, and potential to help businesses and become more aware of and responsive, and impacts.
- The three ways ethnography is molded to be effective in a management framework are outlined below. I'll apply this conceptual framework to describe three stages of effort in which understanding is acquired through training programs, to establish a sense of community as business partner.

Traditional ethnographies are less relevant to policy and decision-makers when ethnography is oriented around the real-time description, human geography, and actionable concerns of impacted citizens.

## PLANNING



Figure-1, Planning Strategy to achieve goals

Planning is a management process that entails setting goals for a company's future direction as well as the resources required to achieve those goals. Managers have the ability to establish many plans (business plan, marketing strategy).

### The Strategic Planning Process

- Design your strategic goal
- Order your objectives as per strategic requirement
- Improve a strategic plan time to time
- Execute and manage your plan.
- Review and revise the plan.

### Analysis Phase

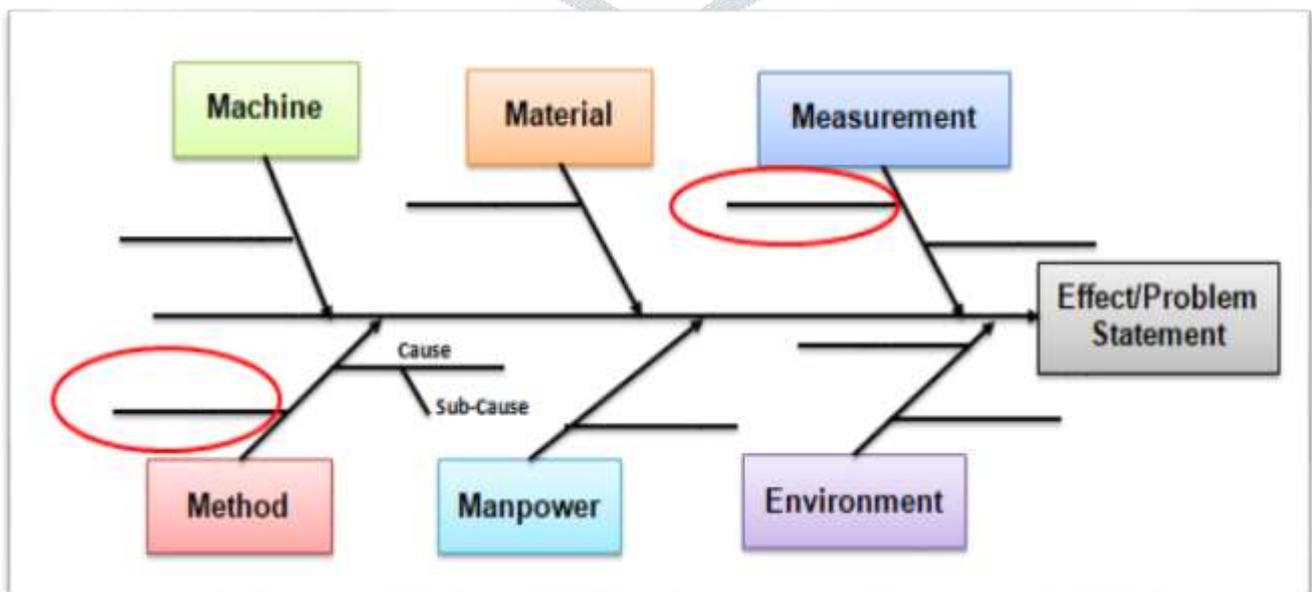


Figure 2- Fishbone Diagram

There are six steps to every fishbone diagram:

1. **Problem statement** — This step simply identifies the problem. It’s the “backbone” of the fishbone diagram. From this step, the entire diagram will involve working backwards.
2. **Categorization** — This is the branching of the five backbone, identifying the core areas of focus for possible problem identification.
3. **Contributing factors** — This step involves brainstorming possible causes for each core area of focus and listing them as branches on the diagram.
4. **Investigation** — Here, management evaluates each possible contributing factor on the diagram. This process is often its own modality for investigation, called the Five Whys.
5. **Branching** — As suggesting yields answers, they’re involved to each branch on the fishbone diagram for future testing.
6. **Testing** — Each probable cause requires testing. This final step serves to validate the ultimate cause of a problem by evaluating all viable causes.

*A fishbone diagram is as much a visual tool as a logical one. Maintenance operators will see not only the catalyst for the main problem but also contributing factors to that catalyst.*

- ✓ Multiple gathered and processed elements are evaluated, correlated, & given the required context to make them valuable during the analysis step.
- ✓ The fishbone diagram, commonly known as the Ishikawa graph, is the most specific tool used in this phase. This is a visual representation of Potential issue reasons.

**Integration Plan**

Project Integration Management Processes		
Process Group	Integration Management Process	Major Output
Initiating	Developing the project charter	Project Charter
Planning	Developing the project management plan	Project Management Plan
Executing	Directing and managing project work	Deliverables, work performance info, change requests
Monitoring and Controlling	(1) Monitor/Control Project Work (2) Perform Integrated Change Control	(1) Change Requests (2) Status updates
Closing	Close Project/Phase	Product Transition

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**Figure-3 Integration Plan**

**Integration management** refers to a set of procedures that must be followed to guarantee that the various components of a project are effectively coordinated. It entails balancing opposing goals and options in order to meet or exceed stakeholder demands and expectations.

An action plan is a strategy to ensure that your company's goal is realized. It explains how your team will employ its tactics to achieve its goals. An action plan consists of a series of actions or improvements that will be implemented in your community.

### **Management Need 5 Decision-Making Skills to execute the action plan**

1. Determine the most important aspects that will influence the result of a choice.
2. Make an informed assessment of your alternatives and set priorities.
3. Consider the possible outcomes and their logical ramifications.
4. Recognize and manage risk and uncertainty.
5. In situations that necessitate quantitative analysis, you can reason effectively.

The Decision Making Process is something that everyone should be aware of. In order to aid us in our everyday lives, we all rely on knowledge, skills, and tools.

*The restaurant menu is the instrument that gives us the information we need to select what we wish to buy and how much we can spend when we go out to dine.*

### **Conclusion**

**Principles of management and anthropology** have a positive bond: anthropology is one of the prominent factors and methodologies for management principles, while quality management systems give anthropologists such a vast research area.

**Anthropological study helps to understanding** a firm in decoding socio-cultural elements that define the framework for what people are saying and what they are not saying, even before a new product is launched. This might assist a company in thinking in a forward-thinking manner.

**The function of business anthropologists** in the consumer goods industry is an outstanding example. Rapid technical advancements have accelerated the evolution of dynamic systems in recent decades. In the consumer goods industry, there are indeed a variety of entities.

**Traditional business methods are losing their effectiveness**, and these complex enterprises face the issue of reaching fragmented consumer markets. The clients must constantly enhance their business strategies and intentionally adapt their present products and services.

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