

IST 614 – Management Principles for Information Professionals (Fall 2017)

Problem # 1

Part A

1. Find a Current Article: -

Please refer to the article cited below:

Wang, Yue (2017, September 5). Xiaomi Partners With Google For Mi A1 Smartphone, Targeting Developing Markets. Retrieved from <https://www.forbes.com/sites/ywang/2017/09/05/xiaomi-partners-with-google-for-mi-a1-smartphone-targeting-developing-markets/#760ff0a09b4b>.

2. Summarization of the Article: -

Xiaomi, a Chinese smartphone maker, has recently started its expansion into the global marketplace, following repeated setbacks at the hands of local competition. Over the past decade, Xiaomi has been known to provide high-performance devices at a fair price, in a market dominated by local and international brands.

The company announced its \$230 smartphone that will run on Google's Android One operating system, making it their first device that doesn't use their default MIUI system. This collaboration was announced by the company's Vice President Wang Xiang, who also mentioned that this will be a revenue-sharing merger between the two companies.

With the ever-growing needs of customers and the global affinity towards Google's product, this international expansion has been platformed to revive Xiaomi's lost prestige in the market.

3. Relationship Between the Article and Management Theories: -

Recent reports suggest that Xiaomi, the once top-ranked budget phone manufacturer, is now struggling to keep up with the most recent trends in the market. The efficiency and effectiveness of the working in the company somewhere lacks the ability to take forward the growth of the company, and it is the manager's responsibility to get it back on track. Keeping in mind the four functions of management, it is clear that with this recent decision of expansion, Xiaomi's management has "planned" its upward growth through expanding into the global market, "organized" the company's structure to make appropriate decisions, are "leading" their workers to welcome the new process and motivating them to work hard, and "controlling" or monitoring their progress towards goal achievement, which in this case, is reviving the company's name as one of China's biggest smartphone brand¹.

The article shows that the decision made by the management at Xiaomi embodies a much larger aspect of management than just growth, which is embracing change. The company shifted from its in-house MIUI operating system to Google's Android One platform. Evolution of management theories suggests that good management is showcased when the manager realizes the need for change and is willing to migrate to an all new environment for the betterment of the company². This is one of the many skills I wish to acquire, to be able to evaluate all my options, have the nerve to take risks and to be able to digest drastic changes for the growth of the organization, and most importantly, to be able to implement the contingency approach and mold my decisions based on the situation being faced presently.

[1] Williams, Chuck (2012). Management 5e. Chapter One, page 7-9.

[2] Williams, Chuck (2012). Management 5e. Chapter Two.

Part B

Learning Objectives for the Course: -

1. To understand the various management strategies regarding personnel in an organization, specifically about how to manage the different needs of people while keeping organizational goal in mind.
2. To gain the required skills to demonstrate leadership as a manager and an information professional in an organization by studying well-documented case studies and mapping them to present-day scenarios.
3. To be able to devise conceptual solutions with respect to financial growth of the organization in mind, which includes being able to take rational decisions and foresee the happening of the actions of a manager.