

ERUDITION OF MANAGEMENT STUDIES THROUGH TRADITIONAL STORIES IN LITERATURE

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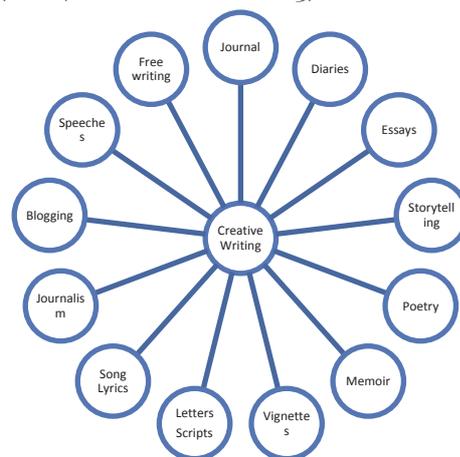
Abstract: Creative writings since the beginning of civilization, men of letters have been composing poems, short stories, essays, dramas and other forms of literature to express their feelings as well as to communicate their ideas about the world. Invariably, these pieces of writing contained words of wisdom sugar-coated with the entertainment of the arts. No serious attempt has been made in integrating Management studies with literature. This research fills this gap under the garb of the most serious issues related to life. However, in modern times the study of Management has not been able to utilize these vast and time tested resources of creative literature. Used with proper understanding, literature can play a very vital role in enriching Management studies. In the present paper we have explored the possibilities of usefulness of folktales (stories from different regions, a heritage of India as folklore) in appropriating them towards managing an organization and a new source of learning for the Entrepreneurs. The motivation behind this paper is the book Panchatantra written by Vishnu Sharma and major findings includes great lessons of wisdom and Management for any organization. These stories have powerful writings which can motivate, inspire, and lead entrepreneurs in managing their entrepreneurship.

Keywords: Entrepreneur, Folktales, Literature, Management, Organization

Introduction: Creative writing, a form of artistic expression, draws on the imagination to convey meaning through the use of imagery, narrative, and drama. This genre includes poetry, fiction (novels, short stories), scripts, screenplays (Duke n.d.).

The term folktale includes all forms of prose narrative, written or oral, which have come to be handed down through the years (Thompson, 1977). Stories are always means to listen and read with enthusiasm and curiosity to know ahead. Folk tales have a prominent place in the art of storytelling because every folktale is based on a situation, have a lesson and act as a motivating spirit for the listeners. The stories are from mouth to mouth, and if necessary modified or supplemented. Traces of the processing of a gifted storyteller can be seen sometimes (Maria Bostenaru, 2013). We are relating the concept of storytelling, especially folktales and their relation with the Management. We scrutinized the folktales which are relevant to the Management and have answers to the managerial problems of the organizations. We can say that folktales are as a source of cognitive learning which is must for every manager rather than learning and following the lectures of the modern Management School (Latif 2002). Learning through folktales is very much similar to learning from society i.e. social learning. People learn by modelling and emulating the behavior of others and in SLT (social learning theory) lead to the development of a specific type of skills- building approach that has been widely adopted in Business and Industry (McEvoy 1998). The morals of the folktales act as common laws for the people which we called Common sense. CS finds itself expressed in idioms and proverbs, which, however, are frequently

contradictory (e.g., 'Birds of a feather flock together', but 'Opposites attract each other' or 'You don't teach an old dog new tricks', but 'You are never too old to learn') etc. (Thomas C Erren 2013).



Developing Management Skills through Folktales:

The most common abilities or competencies observed in all the folktales are perceiving and understanding the emotions of others, regulating and managing emotions as well as skills for, Leadership, Speaking Power, Strategic Management, and Stress Management.

Emotional Intelligence through Folktales:

Emotional intelligence is the subset of social intelligence that involves the ability to monitor one's own and other's feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions (Peter Salovey, 2004). The Indian folktales such as Panchatantra and Hitopdesha provide evidence about

the presence of emotional intelligence. Through cross-border mutations, adaptations and translations, the Panchatantra remain the most popular work of literature, especially amongst storytellers. The Hitopadesha's appeal as a compendium of sage advice in an attractive story form extended its currency beyond the confines of the original language (Narayana, 2005).

Story1: There is a story titled 'Right mind and Wrong mind'. In this story, Dharma buddhi had a wicked friend, named Paapbuddhi, who mis-used the strengths of Dharma buddhi. Because of being in the company of a wicked and cunning friend, dharma buddhi was alleged with the charges of stealing by his same friend. But because of Dharma buddhi's ability to recognize the bad intentions of Paapbuddhi as well as his ability of handling stressful situation effectively, he was able to prove himself innocent and Paapbuddhi as the guilty for stealing and misleading the villagers. The interpersonal and stress management skills of Dharma buddhi saved him from the adverse consequences of being a friend of a wicked person (Vidushi Dixit 2017).

Strategic Management: Strategy is "a plan for successful action based on the rationality and the interdependence of the movers of opposing or competing participants". (Direction, 2009) Organizational strategy defined as patterns of action, institutional strategies can develop both deliberately as intended strategies, and unintentionally as emergent strategies, an emergent institutional strategy would involve a pattern of organizational action that affects or influences institutional structures (Lawrence, 1999). Strategic Management is necessary, because almost all organizations of any reasonable size have some kind of strategic planning (Abbass Alkhafaji, 2013).

Story2: The story presented hereby illustrates the importance of the strategy. There lived a strange bird, known as the 'Bharunda' bird, which had a single belly but two necks - each with a head. One day, while wandering the first head came across a delicious fruit. The other head wanted a taste of it, but the first head did not share it. The other head was very angry, and when it came across a poisonous food, it ate to teach a lesson to the first head. But they shared the same belly. So, when the poison reached their belly, they both died. An analysis of this case reveals that the bird, despite having two heads, shared the same body. They are functionally one, and should have synchronized their actions. The management lessons that this story presents are: Organizational structure is of utmost importance, and should be done strategically. It is suicidal for any organizational structure to have two heads (BRIMS n.d.). Management today combines creative, business, organizational, analytic and other skills to produce

effective goal-oriented results. Strategic management is not a static process that can be limited to a linear process. Often, unforeseen results ensue (which can be both positive and negative) and strategic managers must be able to respond to occurrences that cannot be predicted (Afsar, 2011).

Leadership with Power of Effective Communication: Leadership is also a role in groups and organizations and when used as a collective noun can refer to those responsible for the destiny of a country or a company (Sadler, 2003). Leader as the true speaker has mastered the basic skills, but whose presentation, at the same time, transcends a mere hit list of tricks. The kind whose very presence is able to reach and galvanize an audience. The one the audience will remember always. (Nowak, 2004). A manager can play his role of a better leader.

Story3: This is exemplified in the story 'The Hunter and the Doves' (Pandey, 1988). Once upon a time, there was a big banyan tree just outside a village. One day, a Fowler happened to come to the tree and he set up a trap by scattering grains at below various places near the tree. A crow watched the Fowler set the trap and warned the other birds about it. But then a flock of doves came to the banyan tree and started feeding on grains. They got trapped in the net. The doves were all very worried as they thought that their end is near. It was then, the King of the doves, who was very wise, thought of a plan. He told all the doves to fly up, taking the net with them, in order to find a way out to escape from the net. Grabbing a part of the net in their beaks, they flew upwards and escaped to which the Fowler was left amazed. He started chasing the doves, but the doves flew away quickly so the fowler had to give up chasing them. (Bhusan 1965). The moral of the story is Unity is Strength and we can also learn Leadership lessons from the King Dove because the King (dove) being superior to others saved their subjects' life first; this shows the down to earth nature of the king. This should be one of the core behavioral instincts in each human being. So if a team leader can put the strength of unity in his team, he will definitely achieve his mission.

Stress Management: Stress is a person's reaction to events that have not happened directly to him or her. Many things cause stress. For people, the main areas of stress are school, work, family, and fitting in peers, the world and the future (Gregson, 2000). The level of stress fullness is function of the extent to which the stressor limits personal autonomy and blocks access to the resources (Cotton, 1990).

Story4: This is explained in this story. Once upon a time, a king on a death bed gave two envelopes to his son and told him, 'Open the first envelop when you are in extreme sorrow' and 'Open the second envelop

when you are in extreme comfort or pleasure of your life.' After giving these envelopes king died. On hearing the news of his death, neighbouring king attacked, the prince lost miserably and ran away in jungle. He thought perhaps, 'This is the extremely sorrowful days of his life.' So he decided to open the first envelop. It was written 'These days will not last long.' Encouraged by this he mobilized soldiers to attack and got his Kingdom back. The new king was at the zenith of his pleasure, so he decided to open the second envelope. It was written, 'these days were also not last long.' He realized that in life "neither sorrow nor pleasure will remain forever." But one should remain calm in both the circumstances and continue to work hard. The lesson we get from this story related to the managing the organization is that, in business like in life trade cycle is regular

phenomenon, one will not stay on top for ever. Similarly, with sincere efforts one can move from bottom to top. Life's conditions will not always same (C.L. 2014).

Conclusion: We found that literature is full of creative writings especially in the form of folktales. These folktales have wonderful lessons of life and business because these are not just based on imagination but on real situations happened with people. People like to share their experience with others and they narrate it as a story, which transformed in to the form of folktales by the creative writers. The lessons of management have been told and preserved by our ancestors in the form of folktales and we concluded that there are much required by the modern entrepreneurs to learn and perform well in the business in the modern times.

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