Management in brazil

Business

A Summary of Management in Brazil by John Theodore of Summary It is clear from the analysis by the article " management inBrazil" that most of the businesses in Brazil are micro enterprises. One fact that stands out is the fact that these businesses are owned and managed by family members or very close friends. The trend is also present in medium size firms that are the largest employers in the economy of Brazil. A study conducted by investment climate survey a Brazilian organization reveals that medium size companies contribute to 52% of the economy in terms of employment.

The size of a medium size firms hinders them from using the principals of management in the country. Most of these firms operate under the economies of scale. There is no use of state of the art advance management practices. The situation is no different from the government owned large cooperation. Most of the managers in these co-operations are educated and come for the high social class group. The managers in these large co-operations act like their counterparts in smaller institutions, lack the necessary education in commensurate management.

Issues to do with culture and business size limit are the limiting facts to management and are evident in most organization in Brazil. The family owned business the management is centralized around the family. In the middle level cooperation's, there is no in between levels and the top management is by the owners of the business. The private organizations show very small levels of departments.

The structure makes management in Brazil to be very authoritarian. The management is paternalistic and exploits employees mainly in terms of their security, safety and physiological needs. As a result, labor unions are becoming stronger and stronger each day that passes. The unions are advocating better employee working conditions and servicers. The above development has given rise to more firms adopting human and resource management. However, the department is limited to employees alone. Their role makes them to be viewed more as agents of the employees rather than a member of the managing team of the greater organization.

The role of women in Brazilian firm’s management is limited. Women have been sideline in management and the main reason given by John Theodor is the Brazilian culture. There are also few women in the professions that are considered necessary to make top management position in an organization. The human and resource department also lack policies to encourage women to join the management as affirmative action.

Existing managers in Brazil the business owners have a negative perception about management education. However, the institutions in Brazil have made curriculum that are management oriented readily available. However, the new crop of management that is being trained in the Brazilian university is using competitive intelligence. This is far from the lip service adopted by most managers that have been in the field for a while. The new managers are employing the use of software such as in the human and resource departments. The government owned organizations that are slowly adopting is delaying the development of the new breed of managers. The mindset of private business owners is also changing slowly, and they are embracing more the many managerial, educational courses in their businesses.

References

Theodore, J. (2012). Culture and the Development of Management: An International Example (1st ed., pp. 61-64). New York: Lyseis Public Policy Publishing.