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Strength for Today and Bright Hope for Tomorrow

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Contents

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Introducing a Book:

Business Basics BootCamp: The Ultimate Crash Course

Author: Mitche Graf

1-3

Introducing a Book:

Principles of Healthcare Leadership

Author: Bernard J. Healey

4-6

Introducing a Book:

HOW TO BE A CHIEF OPERATING OFFICER

16 Disciplines for Success

Author: Jennifer Geary

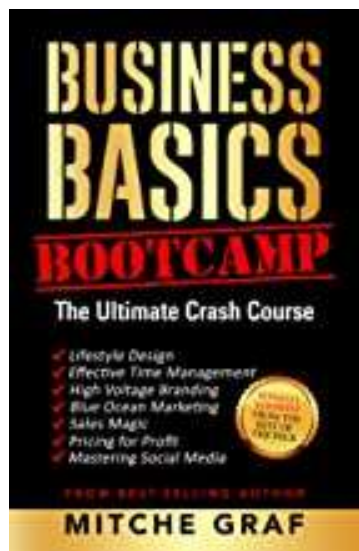
7-9

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Introducing a Book:
Business Basics BootCamp:
The Ultimate Crash Course
Author: Mitche Graf

Publisher: Power Marketing



Courtesy: https://www.amazon.com/Business-Basics-BootCamp-Ultimate-Course-ebook/dp/B082Z5LCFM/ref=sr_1_1?dchild=1&keywords=Business+Basics+BootCamp%3A+The+Ultimate+Crash+Course&qid=1611810453&s=books&sr=1-1

The author **Mitche Graf** is a successful businessman, “having started, built, and successfully operated numerous enterprises in a multitude of industries”. The book declares that this “has taught him a simple truth: the same basic business principles apply, regardless of the arena you may play in”. The author Mitche Graf is also a successful author of many books with insightful thoughts and suggestions. This book is highly commended for all to read and gain practical ideas to become successful in their business. The author **Mitche Graf** calls for a business plan “that is brilliant in its simplicity”. The author suggests that even as we work hard all our life, it is no guarantee that working hard alone would make us a millionaire.

Everyone who is already part of a business endeavour, or who is interested in starting his or her own business, should read this book. The organization of the book really helps the readers to go from step to another and integrate and absorb all the suggestions.

Every chapter encourages prospective businessperson to move forward with positive guidelines and describes elements that could work negative.

The book has the following chapters:

Chapter 1 Lifestyle Design

Among other important points raised in this chapter, the author's caution against procrastination is an important aspect. It discusses the impact of self-doubt and ambition. The author asks the entrepreneurs to "harness [their] mental power to imagine success."

Chapter 2 Effective Time Management

Elements of effective time management are discussed in this chapter. The question of delegating authority, and other aspects of management are highlighted. Types of schedules are discussed with examples.

Chapter 3 High-Voltage Branding

Several important aspects are discussed with suitable examples in this chapter: biggest business mistakes, image challenge, the notion of perfect customer, telephone skills, pricing perception, etc. All these give us an insight into what we should expect, how we should meet the challenges, how to arrive at and focus on real value of business, etc.

Chapter 4 Blue Ocean Marketing

This chapter focuses on power marketing. It encourages us to develop our own marketing strategy. The importance of knowing our customers and their priorities and steps to meet the demands of customers, competition one faces, establishing personal connections, etc. are all discussed with convincing examples. Categories of Marketing (Ten in number) are presented.

Chapter 5 Sales Magic

This chapter begins with the questions what is marketing and what is selling. Sales processes are presented. Questions about pricing are discussed. Phone skills are highlighted. The buyer buys the product based on benefits he or she would get. This chapter offers detailed elements of how to make effective sales with satisfaction both for the buyer and the seller. Both customers and seller are always engaged in bargaining in Indian/South Asian context. "Bargaining" is not adopted as a mode of buying and selling in modern stores, but these stores are in reality fighting among themselves to get the customers and retain them through prominent "discounts" of various types and in various forms.

Chapter 6 Pricing for Profit

Every businessperson seeks to make profit through their business. If they lose profit in selling a product, they seek to compensate this loss through better gains in selling another product. Pricing plays a crucial role in business activities. The author presents several methods of pricing: "cost-based pricing, competitive-based pricing, publishing prices on your website, Lifestyle or

demand-based pricing” etc. The author also identifies of three myths of pricing: “People buy because of price; Lower is better; and Price is what matters.”

Chapter 7 Harnessing Social Media

Harnessing social media is also an important aspect of getting trained as a successful businessperson. Choosing the right media is an important issue. Writing appropriate headline is discussed with examples.

Chapter 8 It’s “GO TIME”

This concluding chapter helps us to overcome challenges, anxiety, etc. The chapter helps us to overcome the “inherited laziness and the fear of failure.”

Indeed, ***Business Ethics – Bootcamp*** by Mitche Graf is an excellent training manual for the future and present entrepreneurs. Students who intend starting their own business or joining a business enterprise as employees, managers, etc., are encouraged to read this insightful book.

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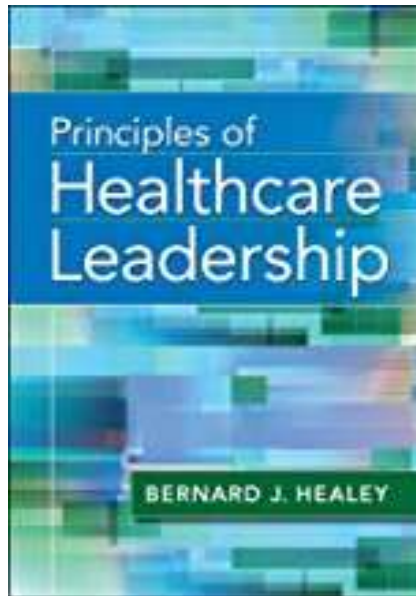
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Introducing a Book: *Principles of Healthcare Leadership*

Author: Bernard J. Healey

Health Administration Press; 1st edition (June 1, 2017)



Courtesy: https://www.amazon.com/Principles-Healthcare-Leadership-Bernard-Healey/dp/1567938922/ref=sr_1_1?dchild=1&keywords=Principles+of+Healthcare+Leadership&qid=1611811245&s=books&sr=1-1

The Principles of Healthcare Leadership by **Bernard J. Healey** begins with the focus on how to manage and control “cost escalation and diminished quality of healthcare services.” This problem is not just the problem faced by the United States of America only, it is faced by every nation around the world. And thus, the contents, arguments and suggestion offered by Professor Healey are truly relevant to all, including the managers/leaders as well as government medical hierarchy in India. Healthcare ministry officials will greatly benefit by reading this book.

The book is divided into 5 parts.

Part I Introduction to Leadership in Healthcare

Part II Leadership Skills

Part III Organizational Culture Building

Part IV Leading People in Healthcare Delivery

Part V Leadership Case Studies

This Part V has five case studies:

Case Study 1: Leadership and Never Events by Bernard J. Healey

Case Study 2: Leadership in Wellness Programs by Susan Diana and Dana Abend

Case Study 3: #ThinkBeforeYouPost by Katie P. Desiderio

Case Study 4: Leadership in a Changing Healthcare Environment by Bernard J. Healey

Case Study: 5 Transforming Community Health by Justin Beaupre

There are two chapters under Part I: Chapter 1 deals with “the future of leadership in healthcare”, and Chapter 2 deals with “the evolution of leadership in healthcare.”

Part II Leadership Skills has four chapters. Chapter 3 deals with “Leadership Theory.” Chapter 4 deals with “Creativity and Innovation in Healthcare.” Administrators and supervisors of hospitals/clinics as well as the government officials from the Healthcare/health ministry offices who are not medical doctors will greatly improve their performance of their official duties by reading this chapter. Chapter 5 (by Jeff Helton and Nancy Sayre) focuses on “Healthcare Entrepreneurship”. Chapter 6 (by Tina Marie Evans) discusses “the Development of Trust in Healthcare Organizations.” We have a long tradition of distrust in our healthcare organization. With clinics coming up in every nook and corner, the common distrust is that these clinics are focused more on the increase in income of the clinic, etc.

Part III Chapter 7 discusses the “the Process of Culture Development in Healthcare Organizations. Every organization has its own culture and tradition. The Organization’s good standing and the good name it earns through its systematic and sympathetic work always help attract more customers. Healthcare is not viewed as business; it is viewed as service, and so this service component helps develop a positive culture and also it helps change the elements of culture in consonance with prevailing situations. Chapter 8 discusses “the process of change in healthcare organizations.” The chapter presents the “factors in determining the need for change.” It also points out managing the change needs dynamic management team. The leader of the organization may bring in the change, may adopt the change that is being brought out of necessity, and so on.

Part IV Chapter 9 is written by Tina Marie and this chapter deals with conflict management in healthcare organizations. Conflict arises from various sources: between members of the organization, between the rules of engagement, conflict between schedules, conflict or even quarrel between the administrative persons and customers, and so on. This is an important chapter for Indian practitioners. The chapter presents “the most common causes of workplace conflict.” Anticipating and preventing conflict are dealt with great insight. Chapter 10 discusses “developing leaders and improving team performance in healthcare organizations.” Chapter 11 (written by Francis G. Belaradi) discusses “Physician CEOs as Leaders of Healthcare Organizations”. Almost every private hospital or clinic has a medical practitioner as the CEO in India. These CEOs also are the owners of the hospital or clinic. The challenges they face or will face are dealt with.

Part V presents five case studies.

The book is highly useful for the students and faculty of medical colleges as well as for those who wish to specialize in the administration of healthcare organizations. When we read this book, we should keep in mind the context we live in (India) and interpret the suggestions suitably. HRD faculty members and students as well as the executives in HRD department in business corporations will also greatly benefit by reading this well-written and well-organized book.

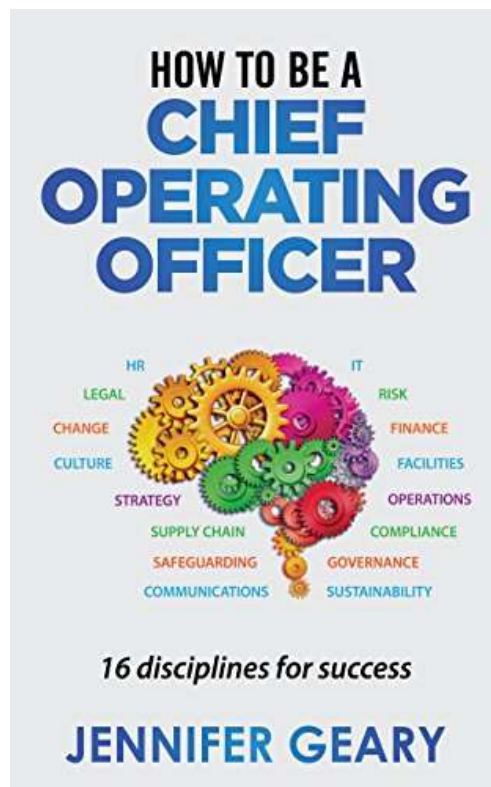
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Introducing a Book:
HOW TO BE A CHIEF OPERATING OFFICER
16 Disciplines for Success
Author: Jennifer Geary

Kindle Edition



Courtesy: <https://www.amazon.com>

There is some difference between CEO and COO positions in any company/corporation. The Chief Executive Officer is the chief of the company/corporation. All officers/employees including the Chief Operating Officer are under the Chief Executive Officer. Chief Executive Officer has the responsibility to make all the major decisions of the corporation. Chief Executive Officer has the responsibility to manage all the resources of the company. He or she is the link between the board of directors of the company and all the operations of the company. CEO becomes the “face” of the company. For example, when we refer to Tim Cook, entire Apple operations are cited. All other officers/employees of Apple are under Tim Cook. The CEO of a

company is selected and appointed by the Board of Directors as well as the Stockholders of the company.

The position of a Chief Operating Officer is no less important in the performance of the duties for the benefit and growth of the company. COO looks after the day-to-day operations and the performance of the employees. COO's assessments and recommendations are highly valued. COO reports to the CEO.

What is a *discipline*? Knowledge, skill, code, etc. are part of a discipline. It also refers to disciplined act Both these features may be considered as part of the term *discipline*.

The author Jennifer Geary has many years of experience as a Chief Operating Officer in various fields such as finance, technology, and risk and legal. She has worked in diverse industries and has also been with the not-for-profit internationally reputed *Save the Children* organization. She began her career as a Chartered Accountant and has worked in her native country Ireland, UK and USA. Amazing career and amazing achievements, indeed.

This book ***HOW TO BE A CHIEF OPERATING OFFICER - 16 Disciplines for Success*** bears witness to her knowledge, experience, and career. It is written in simple, easy to follow language and the chapters focus on the 16 essential disciplines for success as a Chief Operating Officer. Disciplines are taken up one by one following a suitable hierarchy from the general requirements to the specific requirements for successful performance of the duties of a Chief Operating Officer in any organization.

The author Jane Geary begins the book with the declaration that the COO's performance must be in consonance with the Culture, Strategy and Change. Performance must take these three fundamental elements into consideration all through the process of executing the operations. The book addresses itself to the COOs, but all the enterprising students and employees and the teachers of the subject could assume themselves to be COOs and continue to read the book and benefit by the concepts, ideas and processes discussed in the book.

The book is divided into three sections:

Section 1: The foundations

Section 2: Technical Areas

Section 3: Pulling it all together.

The Sixteen Disciplines are presented under these sections.

Section 1 starts with the suggestions for the COOs: Before you begin. The author recommends that we start with the end in mind. She suggests that the COOs should be "prepared to: Learn fast, Embrace new areas and new disciplines, Apply your knowledge and wisdom to new contexts, See common themes, create a plan, move quickly, [and] reassuring people along the way." This section is absolutely important for all of us. The list of points given above along with other items are presented with great passion, strength, and insights.

In addition to the above introduction, Section 1 presents and discusses four disciplines that a COO must understand and adopt as part of his/her duties:

1. Culture (organizational, environmental, and industry and customer-oriented, etc.)
2. Strategy
3. Change

Section 2 Technical Areas

The following disciplines are described and discussed:

4. Information Technology
5. Finance
6. Human Resources
7. Operations
8. Risk
9. Governance
10. Legal
11. Compliance
12. Supply Chain Management
13. Facilities Management
14. Internal Communications & Public Relations
15. Sustainability
16. Safeguarding of Vulnerable People

Section 3 is given the title Pulling It All Together. It has three chapters: Prioritization and focus; Innovation and Agility; and What's it all about any way.

This book is a comprehensive study of all the aspects of the job of Chief Operating Officer. Students, research scholars, and junior and senior executives of a company/corporation will greatly benefit in their efforts to becoming Chief Operating Officers during their career.

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