



# Management in ABC Pvt. Ltd.

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## Abstract

**Learning outcome:** This teaching case study will enable Management students to acquaint themselves with the HR issues causing decreased motivation such as working conditions and delayed remunerations.

**Case Overview:** There is a hypothetical company ABC Pvt. Ltd. publishing Management books. The working time is tough. The employees have to work hard, but the salaries are paid quite late causing demotivation and resulting in dissatisfaction.

**Complexity Academic Level:** This teaching case is useful for management and commerce students for initial exposure to HR.

**Keywords:** HR, Management, Motivation, Working conditions.

ABC Pvt. Ltd. is a publishing company, which publishes books for MBA courses. Due to the change in course structure, its book on Design Thinking is in great demand. Due to this, the employees in the marketing department are always in a rush to fulfill the market demand. All employees have to work extra no matter the weekends or holidays. The Production Department is rigorously working back and forth to get the books printed to fulfill the requirement of the market. Due to some technical problem with the printing machines, the staff working on the night shift were unable to deliver the output on time which resulted in dissatisfaction among the Manager of the HR Department named Aman. The release of salary of employees got delayed for the previous few months, and due to the delay in delivery of required output from night staff of the production department, their salary got held which results in demotivation in those employees. Managers in the manufacturing and marketing departments are under pressure since they must oversee more than two territories to meet demand, and now remuneration has become a significant problem. Employee and manager unhappiness has been attributed to work stress, overtime, prolonged shifts, holding, and delayed pay. Even the oldest employees who have been with the company the longest experience rapid increases in employee turnover as a result.

## Questions

1. Name and explain the step of the management process which has not been performed properly in the above case.
2. State the major reason behind dissatisfaction among employees.
3. If you are the H.R. Manager, what will you do?
4. After analysing the scenario of employees, what should be done being Managers of the marketing and production department?
5. How will you retain the interest of employees as well as the employees?
6. Explain any one motivational theory suitable in the above case.

