



Model of Modernization for Organizational Management



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Model of Modernization for Organizational Management (MMOM):

The concept and matrices for situation analysis and determination of the road towards improvement and innovation.

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1. Introduction

EAN University has focused an important part of its institutional research on fundamental subjects to comprehend business activity, such as Colombian business history and entrepreneurial spirit to current case studies, competitiveness and business management. Specifically, since 2005 EAN University has done research into small and medium-sized enterprises (SMEs) using the Model of Modernization for Organizational Management (MMOM), whose main objective is to provide SMEs' management modernization techniques to become modern, competitive organizations that are innovation-driven and able to compete in a global world. This model is a proposal to those companies that currently have an interest in building a promising future by transforming and using knowledge, incorporating and developing technology, and creating value for all who are involved in those companies (shareholders, businessmen and their families, workers, directives, clients, suppliers, community, government, competitors, etc.)

The MMOM was designed to be in order with the stages that a traditional company goes through, until it becomes a modern and competitive company with better management practices. Thus making it easier to achieve the desired results.

In this chapter we cover the methodology that we have to apply regarding guidance and intervention tools for the model built by the EAN University research team. The application of these guides and intervention tools will lead the businessman and/or directive into the modernization process of business management and act on main competitiveness elements or organizational components of the company.

Within the aforementioned integral comprehension (systemic) of the organization we cannot say that the optimization of an element gives better competitiveness than another. To establish priorities for management restructuring, it is necessary to evaluate the current situation for each company and the path each one has to go through to obtain better management practices. Then to establish priorities depending on each company's situation.

For example, we can conclude that a specific company whose function is to provide private surveillance services, the most significant factor in terms of competitiveness is human resources management. On the other hand, for a company whose function is valve manufacturing, its priorities are the optimization of technology related to design, production processes and assembly. Then, in each company, its specific needs must be determined by the result of two fundamental elements:

- Specific characteristics of the company and production or service given.
- Application of developed tools (instruments) by EAN University that are shown as follows.