

A Thorough Examination of Contemporary Methods and Innovation in African Organizational Management

Dr. Olatunji Ajibola OLADUNNI

Faculty of Business Administration

École Supérieure Panafricaine de Management Appliqué

(ESPAM FORMATION UNIVERSITY, COTONOU Republic of Benin)

Abstract

This study offers a thorough examination of contemporary methods and advancements in Africa organizational management. It emphasizes how important it is to implement lean, agile and strategic management techniques as well as to use technology to improve productivity, sustainability, and efficiency. The significance of people management, leadership development, and cooperative partnerships for effective implementation is also emphasized in the article.

This study adds to the corpus of knowledge already in existence and offers useful advice for businesses attempting to adapt contemporary management practices for the African environment.

Index Terms:

Thematic keywords: Organization, Management, Innovation, Agile, Lean, Strategic management, Technology.

Geographical keywords: Africa, Kenya, Ghana, Egypt, Zimbabwe, Tanzania,

1.0 Introduction:

AJ SILBER (2023) defines Organizational Management as a term that covers a brand of activities and functions.

Organizational Management is defined as the process of overseeing an organization's activities. This is known as organizational management. This covers time management, motivating, staffing, organizing, planning, leading, and controlling.

Organizational management is crucial because it enables businesses to succeed by fostering a climate of trust and cooperation, outlining expectations, offering feedback, and rewarding excellence. Employee empowerment and motivation to realize their full potential are further benefits.

2.0 Literature Review

Africa, with its rich cultural diversity and rapidly growing economies, has made significant strides in adopting modern practices and innovation in organizational management. Oladunni, O.A (2019) affirmed that an organized organization must apply modern techniques and expend on up-to-date technology innovation so as to be able to be at par with international organization and record success at record time. One prominent modern practice in organizational management in Africa is the adoption of technology and digitization.

With the increasing availability of internet connectivity and mobile technologies, African businesses have harnessed these tools to enhance efficiency, streamline operations, and facilitate communication. For instance, many companies now use cloud-based storage systems, enabling easy access to information from anywhere at any time. This not only reduces paperwork but also enables faster decision-making processes.

Furthermore, enhancing business processes in Africa may take many different shapes. Occasionally, it entails changing the approach, adding procedures to enhance outcomes, or adjusting the current methods.

3.0 Findings

Agile methodology is one of major innovations which, focusses on the flexibility and adaptability in project management. This approach allows organizations to respond quickly to changing market conditions and customer demands, ensuring that products and services are continually improved and refined. African companies have embraced these methodologies, enabling them to stay ahead of the competition and navigate the rapidly evolving business landscape.

In addition to modern practices, African businesses have also displayed a remarkable level of innovation in organizational management. This innovation is evident in various sectors, including finance, healthcare, and agriculture. For example, the rise of mobile money platforms, such as M-Pesa in Kenya, Momo Ecocash, Airtel money and others in other Africa countries like Ghana, Tanzania, Uganda, Zimbabwe, Egypt have revolutionized the way people conduct financial transactions. This innovation has provided access to financial services for previously unbanked populations, contributing to increased financial inclusion and economic growth.

African organizations have utilized mobile technology to bridge the gap in healthcare delivery. Making remote consultations, diagnosis, and treatment possible.

Furthermore, African farmers have embraced innovative practices to overcome challenges such as climate change and limited resources. This innovation has the potential to transform the agriculture sector and address food security issues in the continent.

4.0 Recommendation

Looking to the future, the long-term benefits of adopting modern practices and innovation in organizational management in Africa are tremendous hence training of skilled workforce and the widespread utilization of technology is essential. as it would in turn, attracts foreign direct investment, fosters economic growth, and creates employment opportunities.

5.0 Conclusion

In conclusion, Africa has witnessed a significant transformation in organizational management practices, driven by the adoption of modern techniques and innovation. By leveraging technology, embracing design thinking and agile methodologies, African businesses have improved efficiency, developed tailored solutions, and fostered growth. These advancements in organizational management signify a promising future for Africa's economic growth and development.

Reference

1. AJ SILBER (2023) What is Organizational Management
2. Manifesto for Agile Software Development – <http://www.agilemanifesto.org/>
3. Mattia, Angela. "Software That Supports an Agile Process for Organizational Innovation." International Journal of Business and Social Science 3.20 (2012): n/a. Print.
4. Africa.com: The Growth of Mobile Money in Africa March 29, 2023
5. Oladunni, Olatunji Ajibola (2019): A presentation titled ORGANIZED ORGANIZATION during a seminar at ESPAM Formation University RB
6. Mobile Money in Africa - Statistics & facts

About Author



Olatunji OLADUNNI is a Certified Teacher, Chartered Administrator, Certified Management Consultant, IT expert.

He is at present an Adjunct Lecturer with Espam Formation University, RBenin.

He has a PhD in Organizational Management, MSc Organizational Management from ESPAM FORMATION UNIVERSITY, R. BENIN and Master's degree in Business Administration with specialization in Cost Management from LADOKE AKINTOLA UNIVERSITY OF TECHNOLOGY, OGBOMOSO, BSc (Hons)

BUSINESS INFORMATION SYSTEM from the UNIVERSITY OF PORTSMOUTH UNITED KINGDOM, BSc (Ed)

Computer Science from ISFOP-Benin, Advanced Diploma in Human Resources Management from UNIVERSITY OF LAGOS, Computer Studies Certificate from UNIVERSITY OF AGRICULTURE ABEOKUTA and other online professional skills certification from London School of Business Administration, International Business Management Institute, Berlin Germany.

He is a Fellow of Institute of Management Consultants, Member Chartered Institute of Administration, Member National Institute of Marketing of Nigeria, Member Institute of Public Administration of Nigeria, Member Certified Institute of Cost Management of Nigeria,