

Enterprise Resource Planning In Present corporate World

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Abstract: Business prospect in present world has become the combination of PFOR (Potency, Flaw, Opportunity & Risk). ENTERPRISE RESOURCE PLANNING (ERP) systems integrate all internal and external management information across an entire organization thereby found useful in embracing financial management, booting up sales and improving customer services & relationship. World has recently suffered a global 2008-2009 recession which affect the economic through its financial modem. This article presents some approaches to concentrate on the business tactic for coping up such sufferings on the economy and discusses the future strategies to handle various financial flaws through ERP. For analysis purpose the fact sheet of Hindustan Electro Graphite (HEG) has been quoted for comparisons.

Keywords: Competitive Market, Recession, Enterprise Resource Planning, Marketing Management, Fiscal Growth

LINTRODUCTION

Today's is the world of competitive market with a sufficient number of buyers and sellers with no one able to exercise its monopoly over the market demand or the share. All are in a queue to take over the competitive advantages of their new global rivals. Businesses are now in search of enormous energy simply to reproduce the cost and quality advantages over their global competitors. Customer has a variety of choices to gladly have a selection over the various offers of goods and services from the vendor. In these circumstances, the power to sustain the effective market share and becoming the market leader is not simple for any enterprise.

The success in corporate world can be obtained in accordance to Henry Ford famous quotes that "When Henry Ford decided to produce his famous V-8 motor, he chose to build an engine with the entire eight cylinders cast in one block, and instructed his engineers to produce a design for

the engine. The design was placed on paper, but the engineers agreed, to a man, that it was simply impossible to cast an eight-cylinder engine-block in one piece Ford replied, "Produce it anyway". This lesson is quite appropriate for a developing business which can be further evolved with the technical and developmental advent of the research revolution.

In this regard, a good aspect of knowledge management technologies in organizational business processes with respect to real time enterprises in delivering real business performance is discussed in [1]. A healthy strategy based on execution infrastructure can be quoted by Fig.1.



Figure-1: Execution infrastructure for capable business

This article enlightens all such questions and illustrates the ways to sustain our self in the present corporate world.

I. WINNING STRATEGIES OF SUSTENANCE IN PRESENT CORPORATE BUSINESS WORLD

Enterprise Resource Planning is a process by which a company (or a manufacturer) manages and integrates the important parts of its business. An ERP management information system integrates all areas such as planning, purchasing, inventory, sales, marketing, finance, human resources, etc. [2]. The weakness in any part of ERP frame working in global investment causes a suffering like recession [3, 4].

The purpose of enterprise resource planning is to facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders. A good discussion identifies success factors and implementation procedures for a successful ERP implementation is presented and discussed in [5]. Various parts of Enterprise Resource Planning are shown in Fig.-2. The *impact of ERP* systems on firm and business process is discussed in detailed by Wieder et al. [6].



Figure-2: Parts of Enterprise Resource Planning

A glaring example of the best combination of ERP persuasion is the Samsung Electronics which proves himself as the world's largest information technology company (as measured by 2011 revenues). Despite the launch of numerous products like Mobile phones based on strong features and style, the company makes a hard hand policy in reviews and marketing. By this, the company not only copes up with the recession but at the same time it widens its market share and become the market leader in selling and manufacturing smart phones.

The world has just suffered the global decrement due to recession from 2008 to present time. It generally occurs due to misbalancing in Economic ERP management when there is a widespread drop in spending, following an adverse supply market and the bursting of an economic bubble. Proper business strategies with planning can hinder such type of economic illness through ERP.

II. SOME BASIC TOOLS OF THE RESEARCH FRAMEWORK OF ERP MANAGEMENT

A. Numerical Analysis

In real practical problems, it is expected to get the result in numerical form. For example, a set of given tabulated data and inferences from it are targeted, or a system of linear algebraic equation is given and one is required to solve them. The aim of numerical analysis is to provide efficient method for obtaining numerical answer to such problems.

B. Curve fitting and method of least sequence

In real frame work, an approximate curve fitting for the giving set of data is always advantageous, especially when the data may contain error at some points. In such data, a slight change in one point introduces errata in final result and effects the entire approximation. For this, the method of least squares which is based on splines called " β -splines" is used. This method consists of finding a polynomial by minimizing error in computation. This possess a local character viz. a change in one point introduces a changes only in the immediate neighborhood of that point.

C. Regression analysis

When a functional relationship exists between two variables and the value of one variable is known, the exact or nearly exact value correspond to other variable is always expected. Regression analysis deals with the method of giving estimates for the unknown variable. Thus, it can be define as a statistical device which helps us to estimates the unknown value of one variable from the known value of the relative variable.

D. Standard deviation

Standard deviation is a widely used measure of variability or diversity from the landmark (mean or expected value). A low standard deviation indicates that the data points tend to be very close to the expectation, whereas high standard deviation indicates that the data points are spread out over a large range of values. A useful property of standard deviation is that, unlike variance, it is expressed in the same units as the data. In science, researchers commonly report the standard deviation of experimental data to define the accuracy of an outcome of experiment with respect to its targeted accuracy.

E. Average

Average is a measure of the "middle" value of the data set. This is generally used when different values come in a permissible limiting error range and we have to select an ideal model value.

F. Other tools of central tendencies

Different descriptive statistics method can be chosen as a measure of the central tendency of the data items. These include the arithmetic mean, the median, and the mode. Depending on the nature of the data, they are selected for our analysis. For example, the median is used most often

when the distribution of the values is skewed with a small number of very high or low values, as seen with house prices or incomes. It is also used when extreme values are likely to be anomalous or less reliable than the other values (e.g. as a result of measurement error), because the median takes less account of extreme values than the mean does.

III. RESULT & DISCUSSION

As a case study, the second quarter fact sheet of *Hindustan Electro Graphite (HEG)* Report Q2 & H1 FY2012 [7] is taken. Some particulars in second quarterlies of the years 2011 & 2012 are presented in Fig.-3. The comparison constitute a part of ERP in relation to stocks, raw material consumption, interdivisional purchase, staff cost and expenditures. The particulars are taken in (Rs. Crores). The comparisons in their percentage shift are shown in Fig.-4. The same particulars are compared in Fig.-5 for the first half yearlies of 2011 & 2012.

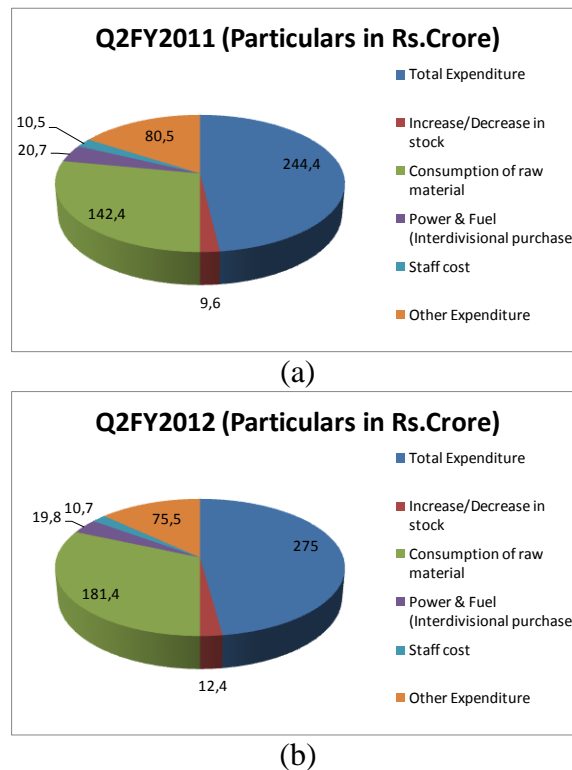


Figure-3: Particulars of Fact sheet Hindustan Electro Graphite Q2 in (a) 2011 (b) 2012.

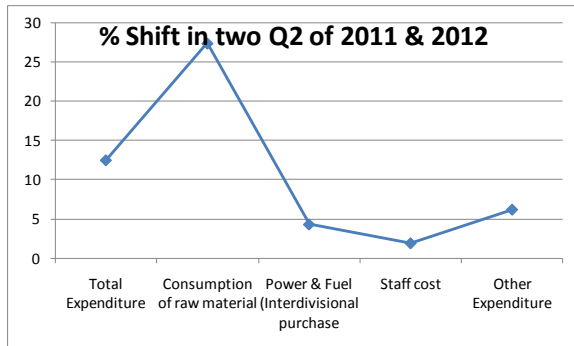


Figure-4: percentage shift of particulars from Fact sheet Hindustan Electro Graphite Q2 in (a) 2011 (b) 2012.

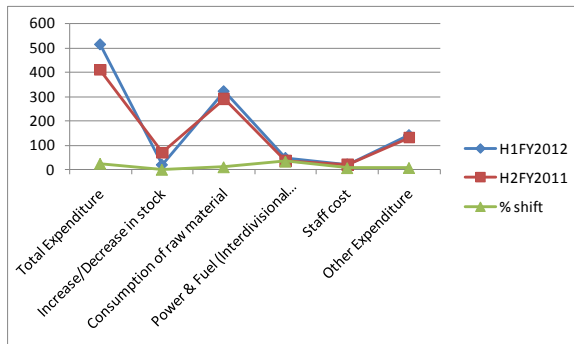


Figure-5: particulars from Fact sheet Hindustan Electro Graphite H1 in (a) 2011 (b) 2012.

Such comparisons in ERP let the company to have a perfect combination of strategies for a fruitful move in next future. This type of past move from company leads HEG to secure its place as the world's largest producer of graphite electrodes. Economies of scale and low cost production with passionate research & development are the key ingredients by which the Company benefits. This helps the company to improve its market share by expanding the customer's services- Investment transparency.

IV. CONCLUSION

This research manuscript shows the direct relation of *ENTERPRISE RESOURCE PLANNING (ERP)* in deciding the business strategies of a firm. Such analysis help to integrate all internal and external management information across an entire business firm thereby found useful in embracing finance, booting up sales and improve customer services & relationship management. This type of planning management helps us to meet the impulsive thrust through economic growth and serve as a powerful modem to handle various financial flaws. The example taken and the case study made in this paper reflect the power & analytic momentum of ERP in growing through this tough competitive economy.

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