



STRATEGIC MINDS

NAVIGATING THE LANDSCAPE OF MODERN MANAGEMENT

Dr. P. Anand Kumar
Dr. D. Nithya
Dr. V. Sripriya
Dr. M. Vaishnavi
Dr. R. Sinduja

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PREFACE

The 21st century has ushered in an era of rapid transformation, where the dynamics of business, technology, and society are more interconnected than ever before. In such an environment, the role of management has expanded beyond traditional decision-making and administrative functions. Leaders today are not only tasked with driving organizational performance but also with navigating complexity, uncertainty, and global challenges. This textbook, *Strategic Minds: Navigating the Landscape of Modern Management*, has been conceived as a guide for students, professionals, and aspiring leaders to understand and master the evolving principles of modern management.

The purpose of this book is twofold. First, it seeks to provide a comprehensive overview of the core concepts, frameworks, and practices that define strategic management today. From foundational theories to contemporary approaches, readers will gain a balanced perspective on how strategic thinking has evolved in response to globalization, digital transformation, sustainability imperatives, and shifting workforce dynamics. Second, the book emphasizes the practical application of these concepts, bridging the gap between theory and real-world practice through case studies, examples, and reflective questions.

Each chapter is designed to build both knowledge and critical thinking skills. Topics range from classical management strategies to emerging trends such as agile leadership, digital ecosystems, responsible innovation, and cross-cultural management. Throughout, the emphasis remains on cultivating a *strategic mindset*—an ability to think holistically, anticipate change, and create value in dynamic environments.

This book also recognizes that management is no longer confined to the boardroom. Entrepreneurs, public sector leaders, non-profit managers, and even individuals in creative industries all require strategic acumen to thrive. By weaving together diverse perspectives, the text aims to resonate with readers across disciplines and backgrounds.

The journey of writing *Strategic Minds* has been shaped by insights from academic research, business practice, and the lived experiences of managers across industries. It is my hope that the book will inspire its readers not only to understand the mechanics of modern management but also to embrace leadership with creativity, resilience, and responsibility.

Finally, this work is dedicated to the students, practitioners, and thinkers who continually challenge conventional wisdom and push the boundaries of what management can achieve. May this text serve as both a foundation and a compass as you navigate your own path through the ever-evolving landscape of strategic management.

Dr. P. Anand Kumar
Dr. Nithya D
Dr. Sripriya V
Dr. M. Vaishnavi
Dr. Sinduja R

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Dr. D. Nithya, M.Com. MBA., PhD

She is a Post graduate in Commerce, Management and a doctorate in the field of Management from Anna University, Chennai in the area of Behavioral Finance. She is a Proactive & multi skilled professional with qualitative & practical hands on teaching experience of over 16 years across Finance, Accounting, & Management roles with various B-Schools and Engineering Colleges. Currently she is working as Associate Professor in the Department of Management Science at PSG College of Arts & Science, Coimbatore. Her areas of interest include Financial Management, Banking, Insurance and Accounting. She has participated and presented papers in various national and international seminars and conferences. She was also the recipient of Best Faculty Guide Award for SIP and Best Paper Awards in a papers presentation contest. She has to her credit articles published in various national and international journals including patent publication. As a trainee she has attended various Faculty Development Programme organized by different institutes and to name a few, ICFAI National College (HQ), Hyderabad, Indian Institute of Technology, Madras, IIM Vizag etc. She acted as the coordinator of Young Indians' (Yi) Student Net Chapter in association with CII. She is an editorial board member in some of the reputed journals.



Dr. Sripriya V, Associate Professor and Head in the Department of Management Sciences (BBA IS) at PSG College of Arts & Science. With two decades of experience, Dr Sripriya V has been developing her skills as an academican with great initiate and a positive attitude. She is currently guiding three research scholars, has completed UGC-SERO Minor Project and published many research papers in peer reviewed journals. She eagerly takes up administrative responsibilities and as a member of various committees in the college, embracing every opportunity for professional development. In pursuit for academic excellence, she has won many accolades like BEST TEACHER AWARD from PSG & Sons' Charities in the year 2018 on the occasion of Teachers Day.



Dr. M. Vaishnavi is currently serving as an Assistant Professor (BBA - IS) at PSG College of Arts & Science, Coimbatore. She holds a Ph.D. in Behavioural Finance from PSGR Krishnammal College for Women, Coimbatore. With 13 years of teaching experience, she has contributed significantly to both BBA and MBA programs. She has published more than 25 research papers in National and International journals, ABDC, Scopus and Web of Science. She has presented more 30 papers in National and International conferences. She has been honoured with Best Faculty Awards in 2011, 2012, 2015, and 2016, and Best Researcher Award in 2022. She has also been invited as a resource person at various reputed institutions.



Dr. Sinduja R is an esteemed Assistant Professor in the Department of Management Sciences-BBA IS at PSG College of Arts & Science, where she has been imparting knowledge and expertise for over 13 years. Specializing in Human Resource Management (HRM), Dr. Sinduja has developed a strong academic foundation and a passion for research. Her research interests lie in exploring innovative tools and methodologies that can enhance organizational effectiveness. With a notable publication record in international journals, Dr. Sinduja has contributed significantly to the academic community. Through her work, Dr. Sinduja aims to inspire and educate future leaders in the field of management. Her commitment to academic excellence and research is evident in her continuous pursuit of knowledge and innovation. With her expertise and experience, Dr. Sinduja continues to make a positive impact in the field of management education.



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