

ISSUES AND CHALLENGES FOR SUSTAINABILITY IN THE VUCA WORLD

K.N.Swamy

Ronit Jain

Assistant Professor, Department of MBA, Regional College of Management Bangalore,
Karnataka – 562110

Regional College of Management Bangalore, Karnataka – 562110

Abstract:

We have to face a sea of issues challenges in the modern world due to the development in the stream of Commerce, science and technology, to lead a sustainable and peaceful life under the Environmental scenario with the VUCA world.

The modern era, where we are living at present is full of volatility, uncertainty, complexity, and ambiguity- VUCA. Why this kind of environment exists in the information era is mainly due to the fast development of science and technology and many new products and invention

Actually scientist and technocrats sacrificed their life and services in exploring new theories and products to help the society to lead a sustainable and peaceful life. But whereas, the society takes everything to their enjoyment, and takes undue advantages and suffer due to their lifestyle and culture.

The main element for the cause of VUCA- is nothing but materialism. The human life is with full of materialism. Always leads to unhappiness under the environment of VUCA.

The author of this paper would present few examples in the final paper to be presented to prove that materialistic life would provide only the environment with VUCA and not sustainable and peaceful life of human society in the modern world.

Key Words: Agility, Creativity, Digital Transformation, Leadership, Strategy fit

INTRODUCTION

What is VUCA?

A trendy managerial acronym: VUCA is the short form of volatility, uncertainty, complexity, and ambiguity. It's also misleading: VUCA conflates four distinct types of challenges that demand four distinct types of responses. That makes it difficult to know how to approach a challenging situation and easy to use VUCA as a crutch, a way to throw off the hard work of strategy and planning after all, you can't prepare for a VUCA world, right?



VUCA Prime Model:

- Volatility is replaced with - Vision - an intent that seeks to create a future with new mind-sets.
- Uncertainty is replaced with Understanding - the ability to stop, look and listen. New attributes, approaches/ practices.
- Complexity is replaced with Clarity - the ability to help make sense of the chaos.
- Ambiguity is replaced with Agility - organizations where hierarchy” is rewarded over hierarchy. New ways of doing things.



Keys to Lead in a VUCA World:

As the world has become more complex and turbulent, re- search in human potential and neuroscience at the same time is increasingly revealing practical ways for leaders to develop the mind-set and capabilities to lead in it. This paper shows that the keys to leading in a VUCA world include possessing the knowledge, mindfulness and ability for:

- **Managing and introducing change** - Unsurprisingly, this was the strongest predictor of a leader’s confidence in the phase of VUCA.
- **Building consensus and commitment** - This skill is critical for eliminating discord and misunderstanding
- Inspiring others toward a challenging future vision

To induce others to act, leaders first must be inspired themselves.

- **Leading across generations** - This skill is a key to forging a shared purpose despite diverse employee view- points and motivations.
- **Disruption Self-Expression** - The leader acts in a way that others will notice and that reflects the values or behaviours that he wishes to instill in followers. Disruptive self-expression quietly unsettles others’ expectations and routines—e.g., the leader wears casual pants and sweaters when others wear suits.
- **Verbal Swipe** - A leader turns an opponent’s negative attitudes, expressions, or behaviours into opportunities for change that others in the organization will notice.

- **Variable-Term Opportunism** - A more public approach is for leaders to look for, create and capitalize on opportunities for motivating others to change.
- **Strategic Alliance Building** - The leader works closely with others to move issues to the forefront more quickly and directly than it would have been possible by working alone.

This paper presents and has highlighted in the abstract that the Human society will face the environment with full of VUCA and struggle for their sustainable and peaceful life.

The current management approaches and operational strategies which were more tuned for the certainty in planning, identification of risk and meeting some uncertainty are not suitable anymore. Newer tools to be developed with more innovative operation strategies and need to encompass entire value chain stakeholders.

Now let us throw light on the VUCA and how it affects the human society. VUCA is nothing but Volatility, Uncertainty, Conformity and Ambiguity. All the above mentioned four are considered as the side effect of materialism due to fast developments in Science and Technology and Commerce. The status of human living is based on their mind set and style of living without VUCA.

The author of this paper once conducted a meeting for poor people who were not having proper shelter, (without toilet facilities) food, water and unpolluted air for their day-to-day happy life. In that meeting, the author of this paper played a strategy to find out their mind set with materialistic environment.

The participants of the meeting were asked to answer the question that whether they would like to have a reasonable shelter with toilet facility or they would like to have only T.V or Fridge for their day-to-day life.

The whole participants have opted for T.V or Fridge instead of getting good shelter. In this case study what we can learn is that the human society prefers to enjoy their life with materials like mobile phone/T.V/fridge/vehicles, etc. and not interested in sustainable and peaceful life.

Any scientific and technological invention made by scientists and technocrats are for the good cause and benefits to the society. For example, let us take the 21st century product “smart phone” which is highly useful for the speedy information and communication processes.

But, it is mostly used for selfie and enjoying movies games and some unwanted things. Due to the habit of using the above instrument, society mostly facing VUCA. Many fake news and products are telecasted even parents use the equipment to please their small children and make them free from their troubles.

The great scientist Dr.Einstein when he released his Atomic theory, he felt very sad, because, he thought that his invention may be misused by countries. Exactly, American bombed Hiroshima and Nagasaki afterwards and the result was known to everybody.

Similarly the Nobel Prize founder, the Albright Nobel found out dynamite for unearthing hard rocks in surface. The dynamite also was misused in the world war and also in the modern world by rebellions to destroy many things.

Regarding ambiguity, in the modern world normally politicians and many professionals in all fields make use of this double tongue technique or double meaning concept for their survival in the society.

However, the modern society should face the four devils i.e., VUCA and allow them not to happen in their day-to-day life. The only way for this achievement is like our Father of our nation Mahatma Gandhi who suggested that we should synthesis the technology and make use of them for achieving sustainable and peaceful life and in addition to that, the society give importance to moralism and civic knowledge along with the synthesised technology.

The education system should provide equal importance from Primary education to any level of education providing them good amount of knowledge about moralism, civic science,, Social Science, etc.;. So, that we can face the present scenario of VUCA and come out successfully to lead a sustainable and peaceful life.

Our Nation had very good Education System like Gurukulam System, and many world famous Universities like Madras University, Nalanda University, Varanasi University, etc; where great Philosopher like Dr, Sarvapalli Radhakrishnan studied and became President of our Nation.

In the 17th to 20th century, our Education System provided importance to Moral, civic and social Sciences in addition to science and Technological studies, whereas, the present Scenario of Education System gives prominence to Commerce, Science and Technology.

Even at primary education level, children are not provided proper motivation and given inspiration which are very important to shape or mould their future.

Some of the Indian Companies experiences in VUCA world. Indian Companies are gearing to the challenges of VUCA by shift in their strategic thinking, leadership changes, readiness to combat the uncertainty by resourcing into flexible internal and external environment, and moving into context-mindful framework.

It is well defined by a great Saint that a Nation should have four important pillars of dharmam viz, **1.Commerce and Trade pillar, 2.Spiritual dharmam pillar, 3. Media dharmam pillar, 4. Political dharmam pillar.**

1. **Commerce & Trade:** when nations improve its commerce and trade, then only the nation will have proper economic growth. The commerce and trade should follow strict control on quality and good services to the society. Otherwise the nation will face poverty and all calamities to the society.

2. **Spiritual Dharmam:-** Any nation should not insist on religious matter. It should follow Secularism supporting the faith of Human beings. Then only people enjoy their freedom in respecting their faith.

3. **Media Dharmam:-** Now – a – days Medias are much responsible to communicate things properly. Otherwise, fake news and communication will spoil the peaceful environment.

4. **Political Dharmam:-** this is most important one which normally plays its vital role to improve the society in all respects.

All the above four pillars should be strong enough to build a powerful Nation .Such powerful Nation can easily eliminate the evils like V- Volatility, U- uncertainty, C- Complexity, and A- ambiguity and will provide Sustainable and peaceful life.

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