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Impact of Creativity, Innovation, and Spiritualism on Improving the Efficiency of the Media Managers

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ABSTRACT

Role of Creativity, Innovation; and Spiritualism in improving the Efficiency of the Media Managers is becoming increasingly important. The present paper has provided detailed discussion of these parameters, and also analytical approach to quantify them. The paper should be useful for the managers engaged in the media management, and also the researchers by providing useful inputs on the topic.

Keywords: Media Management, Creativity, Innovation, Spiritualism, Mathematical Modeling

Introduction

Recently, the role of Creativity, Innovation, and Spiritualism, especially Bhagavat Gita, has been observed to be increasing more, as a result of its benefits. Chopra and coworkers (1-4) have discussed in detail the benefits of Creativity and Innovation; and Spiritualism and Bhagavat Gita for the stress management of the Managers, and also helping them in achieving the economic growth of their companies. Some other researchers (5-9) have also shown interest in doing such studies. Chopra and coworkers (10-12) have emphasized the use of mathematical modeling in studying and analysing such problems. The present paper provides the detailed discussion of the parameters: creativity, innovation, and spiritualism, and also the analytical approach to quantify their impact on improving the efficiency of Media Managers.

Social Media Management's Role

Social media managers organize social media content campaigns to accomplish some tasks like: Engaging text and high-impact visuals, which draw customers in, by playing to their interest and needs. The Social media managers develop certain platforms, which are constantly evolving, and also arranging the new ones to appear at short intervals. Social media managers also perform various other actions like (i) creating a brand's social channels; (ii) monitoring, moderating, and responding to the audience comments; (iii) managing social media partnerships with other brands; and (iv) creating post share able videos and images.

Social media research

Social media research is the process of analyzing social media data to carry qualitative and quantitative research for understanding the manner in which the audiences relate to topics, by using tools and data extraction.

Mass media

The terms Mass media and Media are both used for promotional purposes, and the only difference between them is that the mass media has a wider reach and the target audience i.e. comparatively more than that in media. Mass media is communication in the form of written, broadcast, or spoken, which reaches a large audience. Mass Media includes television, radio, advertising, movies, the Internet, newspapers, and magazines.

Media management

Media management is a vast area of business administration, which deals with organizing and supervising teams of media professionals, mass communication channels and technologies, and media and entertainment productions. It is considered as a business administration discipline, which identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. It also contains various other functions like strategic management, procurement management, production management, organizational management, and marketing of media enterprises.

It is difficult to provide a uniform definition of the term: media management. In fact, it still does not even exist, and the field of media management is neither clearly defined nor cohesive. However, some acceptable definitions are based on the business administrative character of media management and the functional understanding of management. These are given below:

- (i) Media Management consists of the ability to supervise and motivate employees, and the ability to operate facilities and resources in a cost-effective manner.
- (ii) The core task of media management is to build a bridge between the general theoretical disciplines of management and the specifics of the media industry.

(iii) Media and internet management covers all the goal-oriented activities of planning, organization and control within the framework of the creation and distribution processes for information or entertainment content in media enterprises.

Media managers and professionals require strong commercial, strategic, and managerial skills to be efficient and successful in an industry constantly undergoing fundamental changes. In view of the complexities of the duties of media managers, they are mostly under stress, affecting both their health and performance. In this context, they must have a team of professionals who are very good in either of these three skills- creativity, innovation and spiritualism.

Creativity, Innovation, and Spiritualism

The success rate of innovation can be greatly improved by applying the design principles to strategy and innovation it has been realized that the problems encountered in media management can be solved by analysis and imagination, and this is just the basis for the effective strategy development and organizational change. Since the Creativity is a core competency for mass media managers, it is an important part of the innovation impact ; as both are interrelated. Creativity is possible for the managers, if they have an optimum combination of whole-brain thinking; right-brain imagination, brain logic and planning. In addition, they have to be stress free, or with minimum stress. It is here that the spirituality e.g. desires free action has to play an important role to play, since the Organizations led by creative leaders with stress free mind are able to achieve higher success rate in innovation and creativity, and also higher employee engagement and satisfaction.

The well-known Innovation Equation of Byrd and Brown, describe the building of creativity and risk-taking in the Organization, and is still considered the most important relation to study this topic. This equation serves as a definitive guide for building innovative capacity in organizations, and very clearly explains to the managers the ways for creating an environment, that helps in growth of creativity and innovation, which in turn helps in understanding the risk taking. Another important approach is of Missouri, in which Innovation is studied in terms of the number of individuals send the number of available routes.

Innovation equation is based on the strategy that the Innovation depends mainly on three factors: Knowledge, Imagination, and Entrepreneurship, which are not only interrelated, but also to the business skills of the managers of the corporate world; and this has to be well understood by the intelligent managers.

Spiritualism and ethics of the managers and professionals help them in discharging their duties honestly and sincerely. This keeps them stress free, and helps in improving their efficiency. This leads to the growth of the media company.

Mathematical Approach

Creativity is determined mainly by the qualities of imagination skill, intelligence quotient, and interest level to find something new and useful. Its coefficient C can be defined as:

$C = \text{function (Imagination skill, intelligence quotient, and interest level)}$ ---- (1)

Innovation mainly depends on Knowledge, Imagination, and Entrepreneurship. Its coefficient I can be defined as:

$I = \text{function (Knowledge, Imagination, and Entrepreneurship)}$ ---- (2)

Spiritualism is determined by the religious leaning, ethics, and family culture of the individual. Its coefficient S is defined as:

$S = \text{function (religious leaning, ethics, and family culture)}$ ---- (3)

On the basis of the data available in the References given in this paper, it can be safely stated that each of these parameters lie between 0.05 and 0.15. So, each parameter has the capacity of about 10% improvement.

Applying all these parameters, a manager can achieve an improvement of his media company , according or the following equation:

Final Performance= Initial Performance $(1+C+I+S)$ ---- (4)

Hence, an average improvement of about 30% can be achieved by the media manager. By serious efforts, this can be moved up to 45%.

Permutation and Combination Approach for Media Management:

The performance of the media company can be maximized be various approaches including Statistics, Differential Calculus, and CPM and PERT Techniques.

However, the technique of Permutations and Combinations is quite handy. Permutations and Combinations mean the various ways in which the events (steps in case of Strategy) from a set may be selected, generally without replacement, to form subsets. It is important to note here that this selection of subsets is called a permutation, when the order of selection is a factor and a combination when order is not a factor.

Combinations: The term “Combinations” implies the different arrangements of a given number of elements taken one by one, or some, or all at a time.

Number of combinations C, when r events (steps in case of Strategy) are selected out of a total of ‘n’ events (steps in case of Strategy) is given by the following expression:

$n C r = n! / [(r!) \times (n-r)!] \dots (5)$

$= [n.(n-1).(n-2) \dots 1] / [r.(r-1).(r-2) \dots 1]. [(n-r).(n-r-1).(n-r-2) \dots 1] \dots (6)$

Permutations: In general, if there are n events (steps in case of Strategy) available for selection, and permutations (P) are to be formed using k of the events (steps in case of Strategy) at a time, then the number of different possible permutations is denoted by the symbol nPk , and is given by the following expression:

$nPk = n!/(n - k)! \dots (7)$

$= [n.(n-1).(n-2) \dots 1] / [(n - k).(n - k - 1).(n - k - 2) \dots 1] \dots (8)$

It may be noted that the expression $n!$ Implies that all the consecutive positive integers from 1 up to and including n are to be multiplied together, and $0!$ Is defined as equal to 1.

Concluding Remarks

For the continuous growth of the companies, the Media Managers have to do Strategic Planning. It should have the specialists for this purpose, having good knowledge of the Concepts of Creativity, Innovation, Spiritualism, and Mathematical Formulation, along with some idea about the working and prospects of the other Media companies. In addition, some knowledge of using Software Analysis may be required. More importantly, the managers must constantly (i) scan the external environment for guessing and understanding the trends of the events, which affect the overall performance of the company, and (ii) monitor changes in that. The managers must be able to carefully manage the possible actions, which their companies might take to deal with the changes occurring in their environment. This Paper should be of good utility for the managers involved in overall planning of their various events connected with the media management [1-12].

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