

Analysis of Mission Statements for Policy Making Across Three Indian Industries

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ABSTRACT

The mission statement of both the corporate houses clearly and specifically lays the emphasis on ownership. Thus, both the mission statement statements start with the word “Our” thereby being specific at the outset and that this statement is conveying the participative ownership of each and every employee of the corporate house for owning this mission and ensuring that this it is clearly understood, followed and implemented in earnest.

Keywords: Mission, vision, strategy

INTRODUCTION

The mission statement of both the corporate houses is clear and specific on the direction of the company. In other words, the sense of direction is displayed. For example in the case of Microsoft, the words *empower every person and every organization on the planet*” clearly state the direction where the company wants to go.

LITERATURE REVIEW

Klemm et al., 1991 suggested that companies generate a mission statement of both the corporate is specific in terms of the end result that they want to achieve, to bring together human asset and teams to attain the company goal, (Bart 1998; Ireland and Hilt. 1992).

Verma (2009) concluded that mission statement of both the corporate houses are oriented externally that is they are targeted towards the customers.

This research took a realistic come up to to identifying mission statement content that reflects stakeholders’ aspirations, corporate goals, and other issues that help the organization Achieving goals is clearly reflected of business. Mission statements engage in recreation a great position in forming the base for creating and managerial ambiance and culture where deviation are repeatedly documented and corrected all the way through tracking and evaluation.

King (2001) (King, Case & Premo, 2010) conducted a proportional examination of mission statements for the Fortune 100 companies in the United States. Over the course

of 10 years, due to the changing business environment, the survey was introduced. They compared data of mission statement from the following 3 sectors in manufacturing, services and trade of the Indian economy. The following table is the result of the department’s mission statement for the current year, a collection of opinion results

Table 1 : Manufacturing Company - Analysis

Total “Stakeholders”	Company “Objectives”
Clients -55	Value- 45
Stockholders- 6	Core Values -25
Workforce- 21	Control -17
Other players-12	Worldwide - 15

From the Table I above is stated that clients were major proportion and values affected more mission objectives. The main criteria became quality of product and maintaining value standards to enhance and control competitors in the market.

Table 2 below presents the same analysis for the service industry.

Table 2 : Mission statement analysis – Percentage (service industry)

Total “Stakeholders”	Company “Objectives”
Other Players -21	Well timed- 26
Customers- 53	Value - 15
Employees -27	Leadership -17
Communities -15	Core Values - 25
Profit -18	Global- 15

From the Table 2, it is obvious that clients and human resources most regularly focused stakeholders , while technology and core standards were the most built-in goal or purpose.

Table 3 : Analysis Trading companies percentage

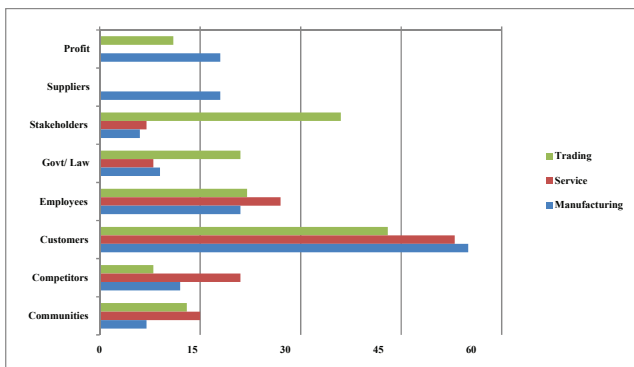
Total Stakeholders	Goals/ Objectives
Communities 13	Core Values 25
Customers 43	Quality 9
Stockholders 36	Global 13
Employees 22	Leadership 11

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From Table 3 it is concluded that client and stockholders were on agreed side and others score was on higher side.

RESULTS

Additionally the variable of Normative Commitment Scale dealing with communities and stakeholders is studied with respect to work experience of people. People with least experience have shown higher agreement on almost all statements measuring loyalty while they show lowest agreement on statement in research. Further the statements are statistically significant with respect to work experience and it can be concluded that there is a statistically significant impact of work experience on loyalty and ethical issues.



Suppliers were only mentioned as stakeholders in the manufacturing sector, in the other two sectors they were completely absent, the shareholders in the service and manufacturing sectors being included in fewer mission statements at 6% and 7% respectively.

The concept that should be discussed, accepted and used by everyone is the credibility factor of individual score. Stakeholders, including employees, customers and members were also included. Therefore, it is seen that the importance of morality and the protection of morality increases. This is an important addition to the evangelistic message, the term is less used here in India as only 15% of companies use this tenure. This showcase that most Indian companies still capture their attention to the local market because their business is still in its infancy.

LIMITATIONS AND FUTURE RESEARCH

You can get a large sample of companies or compare companies that are doing well financially with companies that

are not doing well financially to see if there are differences in terms of goals at each side.

The studies show a link between positive leadership and better performance, it would be difficult to assume any harm without more research. . We hope that it will lead to sufficient equality and vice versa. A job report is a business document that will be available in the future.

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