

Being Agile In Dynamic Business Environment

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ABSTRACT

Agility has now become important with growing dynamics in business everywhere in order to respond rapidly to the changing needs of their customers while producing good quality product/service at a faster phase. Agile processes are known to have built-in quality managing repetition, however there are still challenges seen in the real life scenarios within the business organizations that are transforming from traditional process to agile practice. Agile practice requires changes in the way we do quality assurance. In “waterfall” (traditional) process, quality and stability are usually addressed in the later phases of the release, when changes are costlier to fix. However, in Agile practice, smaller builds that provide incremental functionality are presented to customers early and often in a fast-paced, iterative process. When agile practices have influence on quality they also have an impact on productivity and cost that in turn outcomes with increased business value.

Key Words: Business Intelligence, Agility, Agile Practices, Business scheduling, Risk Management.

INTRODUCTION

Growing business of today face a range of challenges. As a business nurtures, different challenges and opportunities demand different solutions - what worked a year ago or months might now be not the best approach. All too frequently, avoidable slipups turn what could have been a great business into a flop. Spotting and overcoming the usual pitfalls correlated with growth is essential if your business is to continue to generate and thrive. Significantly, you need to safeguard that the steps you take today don't themselves create additional problems for the future. Effective leadership team will help you make the most of the opportunities, inventing sustainable growth for the future inclinations. Agile development cannot be an essential factor solely for the technology organization. Senior business executives must embrace it on their ways of working as well, thereby signaling the significance of making the required technology and cultural transformation. The top team's attention will make it clear that business development is a collaborative process. It entails recurring interactions between business and IT groups, and it requires widespread recognition of a test-and-learn approach. Senior executives need to actively promote agile ideas across business and technology teams and to link those concepts directly to business-related results.

QUICK SUCCESSION IN CUSTOMER ENGAGEMENT

Customer happiness and service quality have been intellectualized as two of the most basic constructs at the core of marketing theory and practice nowadays. The aspect of this article is to provide practitioners an understanding of how the Agile principles can be applied to Business intelligence delivery, fast analytics, big

data and data science. The core ideals of the agile manifesto are: individuals and interactions over processes and tools; working software over comprehensive documentation; customer collaboration over contract negotiation; and responding to change over following a plan. The result of following these ideals, software development

becomes less stiff, more dynamic, and customer focused. The most commonly used dimension approach to assessing customer contentment has been the confirmation–disconfirmation of expectations approach, which intellectualized satisfaction as a postconsumption, cognitive practice. Factor or attribute based approaches to measuring customer fulfillment have supplemented the confirmation–disconfirmation approach by suggesting that there exists a nonlinear and asymmetric liaison between service attribute significance and attribute-level performance. Agile ideals and principles usages, practitioners have focused on applying an agile approach to business intelligence. The challenges that business intelligence projects face make the Agile approach an attractive answer due to the parallels that endure between them. By using an Agile practice, means the methodology is less formal, more dynamic, and customer intensive. The dynamics required in Business intelligence delivery make Agile approach a good fit for fast changes. Customer reliability is demanding to outline of business dimensions. In general, there are three distinctive methods to measure Customer loyalty:

- 1. Behavioral dimensions:** The behavioral dimensions consider reliable, repetitious purchase behavior as an indicator of loyalty. One problem with the behavioral approach is that repeat purchases are not always the result of a psychological pledge toward the brand.
- 2. Attitude related dimension;** Attitude related dimensions use attitudinal data to reflect the emotional and psychological attachment essential in loyalty. The attitudinal measurements are concerned with the sense of loyalty, commitment and allegiance. There are instances when a customer holds a favorable attitude concerning a hotel, but he/she does not stay at the hotel.
- 3. Composite dimensions:** The third approach, combine the first two dimensions and measure loyalty by customers' product preferences, tendency of brand-switching, frequency of acquisition, relevance of purchase and total amount of purchase. The use of both attitude and behavior in a loyalty definition extensively increases the predictive power of loyalty. The two-dimensional composite measurement method has been applied and supported as an esteemed tool to understand customer loyalty in numerous fields, such as retailing, recreation, upscale hotels and airlines.

BENEFITS OF AGILE MANAGEMENT

Adaptability

Ability to adapt to the circumstances, and that too quickly, is one of the most essential attributes of an agile business. Not only is this displayed by the top management but it has to be an organization-wide scenario. Adaptability is not restricted to its literal meaning; rather it extends to simultaneous planning and execution. To expedite the process, organizations must get rid of sequential planning which is time consuming and rigid. When you plan and execute simultaneously, you fail fast and know what works and what doesn't in a shorter time period. It encourages correction, adjustments or modifications along the way.

Change Management

Change management has been the talk of the business town for several years. Literally, it's an approach to transition an organization and its resources to a desired state in future. In a broader sense, it's about predicting changes in the business environment, building strategy to manage change, making necessary arrangements to foster change at an organization-wide level and training employees helping them upgrade their skills to work in a changed environment.

Market Responsiveness

Market responsiveness is the ability of a company to respond effectively and efficiently in a timely manner to diverse needs of customers, environmental changes and competition. The model requires strategic implementation of business intelligence, which in turn is a process of gathering data and transforming it into meaningful information. The change in the business environment today is rapid and largely unpredictable. Therefore, the risk to operate in a volatile economy is augmented. In such a scenario, an organization cannot rely on a fixed strategy to respond to the changes in the market. The processes need to be fluid enough to accommodate changes. Market responsiveness is an essential characteristic that businesses need to exhibit to stay at the forefront of competition.

Innovation

Innovation is at the core of Google, Facebook and Apple. They innovate more frequently than any other company across the world. And this is what helped achieve them a different image altogether. Agility is also about ensuring that there are enough innovations to offer customers something that they aren't even expecting. These organizations encourage their employees to spend time on issues and subjects that are close to their heart. In fact, they have innovators' clubs inspiring them to pursue their interests and come up with new business ideas around them. Google allows their employees to spend 10% of the paid time on personal interests. They are motivated to experiment and fail fast. An organization has to develop a culture of innovation to be agile and respond to customers' needs even before they realize.

Free Flow of Communication

Most traditional organizations have only one-way communication, which is from top to bottom. Highly successful organizations ensure free flow of communication – top-to-bottom and bottom-to-top. Most agile businesses will agree that a clear and open communication is an important practice. Information flows easily in both directions and gets to decision makers rapidly. Agile organizations differ from traditional companies where interaction among employees is generally restricted. It is typically from executives to team members. And this is probably why the former is able to manage things better and faster

ENHANCING PRIORITIZATION OF BUSINESS FEATURES

Prioritizing business requirements is an important activity in product improvement. When customer expectations are high-pitched, timelines short, and resources limited, the product must deliver the most crucial functionality as early as possible and the scope of each announcement must be limited. Many projects face the circumstance that not all the requirements can be implemented because of limited time and resource constraints. It is essential that people have a collective understanding about the terms they practice and activities they accomplish in product development, the terms business requirements prioritization and priority have several dissimilar implications in practice. This causes confusion and misunderstandings among product expansion personnel. The terms are not consistently defined in organizations, so in spoken language dissimilar activities with different determinations are referred to by the identical terms. This happens without the responsiveness of the practitioners. There are no commonly established ways to perform business requirements prioritization in the companies. Requirements are prioritized frequently on the basis of experience of expansion personnel. The factors one should take into interpretation when determining priorities are not commonly clarified. Roughly speaking, individual's paradigm prioritization decisions mostly on the basis of their tacit experience or feelings. No explicit business requirements prioritization methods were in use in the enterprise. The expansion personnel tried to make a rough guess which requirements were the furthestmost important ones to customers and users,

how cost-effective business requirements were to their own establishment, and how all this confirmed with the strategy of the business, but there were no systematic preparation for these analyses. Contracts made with customers and agreements given to them in natural discussions played a major role when priorities were existence arranged.

Scaling team buy-in and collaboration

As more and more integration happened across the globe, we observed a tendency to revert back to contractual practices of communication. As always, supplying the development team significantly increases the contest to directly connect and collaborate. The likely tendency to rely on e-mail due to differences in time zones

recurrently led to interaction breakdowns and unnecessary blockages – establishing barriers to feedback. In specific instances, individuals broke through these barriers using instant messaging stuffs, web cams and adjusted working hours to facilitate as much direct communication as achievable. At the same time other teams regressed, relying on documentation and determining almost adversarial connection with their integration associates. Over the lifecycle of the project we combated two key challenges due to the scope and scale of this effort: integration and dependency organization and continuous integration. When addressing these challenges, we obtained to adhere to the basic values of the Agile manifesto as much as possible: making the supply of working system our prevailing goal and fostering interaction and collaboration instead of commanding rigid processes. We sought to empower individuals and teams to make decisions and formulate their own progressions, and to take calculated risks without fear of retaliations. We expected that the teams would respond positively to being empowered in this way and overall this supposition was correct.

Most of the Scrum teams swiftly evolved to highly performing teams and determined tremendous throughput. When considering a large-scale advancement effort, ensuring that you have an appropriate number of people with the desired performances is just as important as having the appropriate set-up and processes. Also comprehension of business priorities is reminding everyone in business of its consequences. So the contest is locating these people. It can be easy to find people who are attracted in working on a big agile project or practices. It is much more difficult identifying people who you want on your agile transformations.

Adapting to changes during business development

Traditional tactics expected that if we just tried firm enough, we could anticipate the complete set of inevitabilities early and reduce cost by excluding change. Today, eliminating variation early means being indifferent to business conditions in supplementary words, business failure. Likewise, usual process management by continuous dimension, error identification, and process improvements strove to drive variations out of processes. This method assumes that variations are the outcome of errors. Today, while process complications certainly cause some errors, external environmental discrepancies cause critical variations. Agile methods emphasis two concepts: the unforgiving honesty of working code and the value of people working together with goodwill. Working code tells the developers and sponsors what they certainly have in front of them—as opposed to agreements as to what they will consume in front of them. The working code can be shipped, modified, or scrapped, but it is continually tangible. Since they are most appropriate to turbulent, high-change environments, agile methods recommend a variety of practices for persistent response on technical decisions, customer business requirements, and administration constraints. XP (Extreme Programming)

encourages pair programming for feedback, and DSDM (Dynamic System Development Method) structures short-cycle user prototyping. Crystal and ASD advocate end-of iteration process and team evaluations. ASD & Scrum practices end-of-iteration reviews with customer focus team /groups. Agile practices inspire change rather than discourage it. In turbulent business circumstances, a methodology's transformation tolerance must be geared to the change rate of a specific ecosystem, not some internal observation of how much change is satisfactory. For example, changes to story priorities and business requirements are handled within the context of a team and the customer associates unless the fluctuations violate the broad scope, schedule, and cost constraints set by the purchasing customer / management.

Effective planning and estimation

The effect of business scheduling lies on three aspects of new venture expansion: product development, which we outline as the creation of the product or service that the venture will trade; venture organizing pursuit, which we define as activities to determine the organization that will stipulate the new product or service; and dispersing, which we define as the interruption of efforts to develop the new venture. We focus on these three dimensions because they are necessary conditions for the creation of a latest firm. Although scheduling is beneficial for all business activity, we speculate that business planning is particularly useful in the framework of new venture development for three reasons.

First, new venture enlargement is based on self-set goals (e.g., complete product/service development), rather than relative implementation goals (e.g., make greater proceeds than other firms). When people distinguish that they have the opportunity and ability to inspire the outcome of their own performance, as is the case with the realization of a new venture, self-set goals have greater motivational stuffs than relative performance goals. Second, scheduling is more effective when the time span between projection and response is short. Because the time plan between business scheduling and feedback is much shorter during the new venture start-up practice than the case in operation of a large, mature business organization, planning may be more valuable in this circumstance.

Third, scheduling is more valuable when the ratio of supposition to actual information is higher. When people do not have a pathway record of past performance to use as a companion, other tools become more essential in evaluating the accuracy of expectations. Because new ventures are new, much of the intelligence on which founders make decisions precedes the form of unproven assumptions relatively than past outcomes. By ensuring the internal consistency of distinctive assumptions, business scheduling can improve the accuracy of founders' expectations. Business scheduling helps a firm founder make timelier venture expansion decisions; achieve resource flows in a way that minimizes time-consuming bottlenecks; and turn broad venture targets into concrete operational steps that can be adept in appropriate approach.

In addition, business scheduling communicates specific goals to others performing the tasks, thereby improving the rate of transfer of the founder's overall insight to others responsible for acting on that vision. In precise, the establishment of specific timeframes for milestones (e.g., contact investors) aligns prospects and makes those milestones into representative events that focus the responsiveness of stakeholders, further augmenting venture development.

Continuous risk management

The challenges underlying the idea of "the risk management of all," namely that there is an ongoing stint in society in the balance concerning primary and secondary risk management, with a marked progression in the

latter. There is no doubt that risk express and ideas of risk management have become more flagrant in recent years. Over this era the quantitative enlargement of risk management has been conveyed by very important qualitative variations, notably the association of risk management with good authority standards. In addition, there has been abundant talk of the strategic prosperities to organizations resulting from additional explicit risk management. Societies have no preference but to organize in the expression of risk, and this extends the reach of internal control into all aspect of organization existence. Given the importance of organizations for individuals (we work in them, purchase goods and services from them, send our kids to school in them), the rise of domesticmechanism is part of the risk management of everything. However, the rise of internal control as an undeniable principle should also give cause for some apprehension. Such systems may project thoughts of controllability which are unjustified and which may make expectations gaps of a new kind.

Achieving faster Success at great level business standards

It is usually observed that agile methodology is mainly appropriate to development teams, however in reality it actually involves the entire organization to adjust. And comparably holds good for also Quality Assurance organizations where they essentially need to go beyond their traditional practices and tailor their processes in order to adapt to the business requirements of an agile methodology. Business excellence valuations have enabled many enterprises to identify various areas for upgrading, including the role of leadership in developing a service-oriented culture, competitive standing, quality, customer orientation, employee commitment, problem solving, staff awareness, goal clarification, waste reduction, customer retention, valuemanagement, market

share and operating costs. Early involvement and the flexibility to adjust to frequent changes on business are the keys to successful quality assurance in an Agile practice environment. Therefore, Agile assertion is essential to business landscape on which the quality of the products and services are unrelated to the process instigated to achieve great success on business results.

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