



THE EVOLUTION OF MANAGEMENT THEORY

Robert Owen and Richard Branson

Compare and contrast the context, approach and contribution that each of these pioneers has made to the development of management thinking in the 21st century

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ROBERT OWEN

- ❖ Born 14 May 1771
- ❖ Manager of Chorlton Twist Mills
- ❖ 1801, part owner and manager of the mills at New Lanark
- ❖ 1825, tried to establish a socialist community
- ❖ Founder of cooperative movement and Utopian Socialism



MANAGEMENT APPROACH

- ❖ Management issues: theft, drunkenness, absenteeism, poor sanitation and education system
- ❖ Silent monitor system
- ❖ Switched the spotlight on to the human machines behind the machines :
 - Discontinued the employment of pauper children, reduced the working hours.
 - Opened the Institute for the Formation of Character(1816)
 - Set up a village store
 - improved housing conditions





MANAGEMENT APPROACH (CONT)

- ❖ Owen's management theory can be approached as mixture of scientific management and the humanistic perspective.

SCIENTIFIC MANAGEMENT PERSPECTIVE



❖ DEFINITION

❖ Father of scientific management is Frederick Taylor

❖ Two other important pioneers Frank B. Gilberth (time and motion study) and Lilian M. Gilberth (human resource management)





HAWTHORNE



RICHARD BRANSON
