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2. Abstract title: **Increase in production and consumption and ethics in teaching and research in OM**

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Abstract

Research shows that increased production must be based on need and population growth, this requires changes in teaching and research in OM, so you have more ethics and concern for the preservation of the environment, generating employment, income and economic growth. A literature search with a descriptive approach was conducted for this theoretical essay with the aim of discussing the teaching of OM - Operations Management - the ethics of production, consumption, employment, income and economic growth.

Keywords: environment, generating employment, income and economic growth, production

1. Introduction

The teaching of OM - Operations Management - tries to optimize the production processes of a given product with the application of inputs at the lowest possible cost, generating as much profit as possible for the organization. In this sense, it is not considered the use or application of another type of input to generate the same product without greater damage to the environment. Every effort in the formation of the administrator is directed to generate the maximum profit, the first position in the market, maximum profit per unit of output, and in relation to inputs, they must be purchased at the lowest cost possible, be available in stock whenever and in the quantity that is necessary for production. So, it is necessary to make society consume as much as possible and businesses use various marketing tools to motivate consumers to buy more and more regardless of whether its use will be beyond what they really need.

The search for individual pleasures expressed by commodities offered today, a guided search, redirected and reoriented all the time by successive campaigns, provides the only acceptable substitute – in fact, very needed and welcome – for the edifying solidarity of co-workers and the fiery warmth of caring and being cared for by the nearest and dearest, both at home and in the neighborhood (BAUMAN, 2008: 154 in CAMINHA, 2009).

On the other hand, economies must generate employment, income and economic growth to

continue this vicious cycle of production and consumption. Environmental paradigm arises, which is the concern with the preservation of natural resources available and their impact when applied carelessly. Reduce impacts on the environment while generating profit from continuing production has started to be part of the role of the administrator and this is inserted into their training, with topics such as Environmental Management, for example. The environmental acceptance of a product is the hallmark of the new century, and issues such as recyclability, reduced global energy consumption have become part of corporate strategies and integrated products, starting from design and selection of materials, even in the phase called pre-project (FERREIRA, JOÃO AND GODOY, 2008).

2. OM - Learning Objectives

Having the input that will be used at production in the required amount and time are the goals taught during the teaching of OM in any production model. Buying the input with the lowest possible price should be paramount for the company to be able to get the maximum profit when selling the product and it did not matter until 1970 how much this input was harmful to the environment both in the production process and at its disposal after use in the form of either raw material or finished product. The evolution of production techniques is noticeable, mainly due to the scarcity of energy resources from the current context. Since the oil crisis in the 1970s, production processes have been forced to become more efficient, by imposition of the scenario of the time (FERREIRA, JOÃO AND GODOY, 2008).

The changes in production processes are driven by changes in the composition of production costs, as quoted in the case of the oil crisis that shook the production structures and made companies adopt new strategies, and this required new learning by the managers who worked with OM. Strategic management requires an expertise that is quite different from that needed for tactical or operational management. The strategic manager searches for business opportunities that will give longer-term rather than short-term benefits. The strategic manager must also try to anticipate the competitive moves of adversaries and prepare a pre-emptive strike plan (SWEENEY, 1993).

Table 1: The relationship between supply and demand for manufactured goods in the UK (aggregated for each decade)

Estimated Value of output & Demand	1970s 1. Price 2. Quality Consistency 3. Reliable delivery	1980s 1. Price 2. Quality Consistency 3. Product Range 4. Reliable delivery	1990s 1. Quality Consistency 2. Product Range 3. Speed of delivery 4. Product Innovation
Competitive Strategy	Supply=Demand Product out	Supply > Demand Marketing in	Supply > Demand Marketing in
Operations Strategy	1. Economies of Scale 2. Productivity improvement 3. Technology investment	1. Investment in IT (MRP) 2. Productivity Through technology 3. Flexible production – JIT 4. Total Quality Management 5. Simplification of production flow-cells	1. SBU Profitability 2. Simultaneous engineering 3. Supply chain management

Source: Adapted from Sweeney, 1993

Although the data analyzed in Table 1 are from the United Kingdom between 1970 and 1990 it can be seen as what happened in different economies, for the management models were applied by companies from these countries installed in various parts of the world because of the globalized economy. At the Estimated Value of output & Demand it was more important the product to be delivered to the consumer because price, quality consistency and reliable delivery were considered by the consumer the most important elements, so production met the demand at its limit. When we move to the 1980s, the ranges of products, beyond the three previous features, are important for the market and the product must meet its demands. It is important to mention that OM teaching still preserves the acquisition cost of the input, storage, and application in adequate time and quantity.

The 1990s show that the market cares about Speed of delivery and Product Innovation and the Price is not important. So we see that the strategy of production management becomes important for the company to gain market share and profit in its operation. If a convergence of the types of customer service criteria used to increase competitiveness is occurring, is it not reasonable to assume that a convergence of the operations strategies used to deliver them will also be observed? (SWEENEY, 1993).

3. Analysis of the theoretical essay: Environment, Generating Employment, Income and Economic Growth

To check whether or not more production is necessary, it is essential to take into account that the population increases every year, even though at a slower pace, and this also requires increased production, variety of products depending on their application and needs of everyday life, which change according to how people live. Analyzing the excerpt from the article: *Previsão otimista de crescimento econômico para 2010* (Optimistic forecast for the economic growth for 2010) – “*The consulting firms, banks, brokers and influential people in the economic scenario as former ministers and former presidents of the Central Bank are disclosing their economic growth forecasts for 2010 with much optimism. Although it is an election year in which government expenditures tend to increase dramatically to show voters the ability to meet the claim dormant until then. Thus we see that investments can attract new investment which in turn represent the leverage that the economy needs to increase production and employment [...]*”¹(ALMEIDA SANTOS, 2010).

- Economic growth is important for maintaining society on the move in terms of wealth, jobs creation, productivity and strengthening the country's geopolitical space;
- The variety of products shows the strength of the economy in the use of new technologies and application of knowledge;

¹ Translated from the original in Portuguese.

- Participation of the government is important as a guide and a link between social needs and the role played, or what and how companies should produce.

The company develops to achieve an innovative position in the market from making comparisons of the organization as a living organism, analogous to the operation of a machine, a human brain and other relationships which, in its point of view, make the organization a living organism that gets sick and needs care to continue surviving and evolving (MORGAN, 1980).

Economic growth was a proposal made to society as a way of promoting the welfare of all, that is, for society to have better health, more food, more schools, changes that could eventually generate more comfort. This was done based on application of more capital, more privatization, more production, liberalization of the economy for it to have broad movement of capital and innovation in production processes and in the relationship between public power and population (KLINKSBERG, 2008). This was an urgent need of society for an increase in life quality, with more jobs and income, product and product range. The harsh reality of Latin America contrasted with its growing power is paradoxical in the work, why does this happen?

Are managers, teachers, consumers and organizations prepared to put ethics into practice and promote the development of society? The presence of ethics and moral in the development of Latin America and Africa has been constant since the enrichment of few people over the suffering of many. On the other hand, they are people who crave power, assume that, practice illicit acts and enrich quickly, without any moral constraint.

The knowledge and culture of a people can be a brand for economic development, because this people has ethics to apply the available production resources to help everyone, without thinking about individual promotion and enrichment.

Dowbor (2005) mentions that there is more attention in the propagation and dissemination of

knowledge and information, because society can be more questioning with knowledge, and not at the mercy of what he calls the *financialization of economic science*. Here the author claims that the economic and social reality is changing profoundly. Thus, it is natural that the economic science changes an important instrument of society's interpretation. The rules were different in agrarian societies, where the main reference was the control of land, or in industrial society, where the axis of discussion was the ownership of the means of production. And when knowledge, social services and other "intangibles" become central to the economy, can we keep the same analysis referentials?

Environment, Generating Employment, Income and Economic Growth are desired by any society, but only more recently we began to realize that the planet will not survive if the market laws prevail. The concern for sustainable models of development then appears, demanding a balance between economic development and environment preservation (GOMES, 2006).

4. Final Thoughts

Comparing the needs of an economy by generating employment and income and the ideas advocated in Images of the Organization, we note that the company must continue to innovate and grow to stay alive. Perhaps what must be discussed is how the growing process and wealth generation should be, if they should be more or less ethical, more or less moral and related to what the world needs to avoid waste and more environmental problems.

We must stop any process that damages the ethics, generate more environmental problems, and impair use of public resources. The contribution of each member of society is not to let "small acts" that seem innocent be practiced and accepted as common, because when that happens society behaves indifferently before misconduct on the part of governments, organizations and even common individuals.

As an answer to this reflection, we see today that organizations are changing and adapting to the new environment, like any living organism that seeks to find ways to survive. It is the case of a company like APPLE that today patents the knowledge and sells how to make it, that is, physical work can be sold, but not how it was discovered, how it works or interacts

with other knowledge, the *tablet*, for example. Interestingly the sale of the production process brings relief to a legion of unemployed and rulers eager to fulfill campaign promises: creating hundreds of jobs.

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