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Silicone Managers

Dr Ashok

School of Design, Presidency University, Bangalore, Karnataka, India

Abstract

The worlds Textile & Apparel market is in upheaval, unprecedented flux is the sign of the time. The digital economy has brought to the fore major issues- Issue of survival, Opportunities, Threats, Strategies, Culture & values, in the process the metamorphosis of the silicone managers will emerge. Man, with his continued quest for invention & excellence has taken or to be precise, thrown the technology far ahead, only to find himself lagging. So, the time now has come to uplift him to higher levels of decision making as technology/gadgets are enablers of work and not works themselves. Influencing factors are quick technology obsolescence, brave new world with strange rules, seamless economy, gadgets for speeding up actions, management fads, wealth vs wellness maximization, societal/environmental sensitivities, king consumer leading to manager's, depression, job hopping, quick fix solutions and knee jerk reactions without considering the economic, social & environmental actors.

Keywords:

Apparel, Textile, Silicone, Digital, Gadgets, Manager, Depression.

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