

27<sup>TH</sup> FAI INTERNATIONAL CONFERENCE

ON

**EMERGING TRENDS OF COMPUTATIONAL INTELLIGENCE IN  
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP**

7<sup>TH</sup> - 8<sup>TH</sup> FEB 2024



**Mangalayatan University, Jabalpur**

**Indian Institute of Information Technology, Design and Manufacturing &**



*In Collaboration with*

**FATER Academy of India (FAI)**

**CONFERENCE PROCEEDINGS**



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- Utilize big data and artificial intelligence to gain insights into market trends, customer behaviors, and internal processes.
5. Investment in Research and Development:
    - Allocate resources to research and development activities to stay at the forefront of technological advancements.
    - Encourage innovation through dedicated budgets and incentives.
  6. Digital Transformation:
    - Embrace digital technologies to streamline operations and enhance customer experiences.
    - Implement cloud computing, IoT (Internet of Things), and automation for improved efficiency.
  7. Customer-Centric Approach:
    - Focus on understanding customer needs and expectations in the digital age.
    - Leverage customer feedback and data to tailor products and services.
  8. Cybersecurity Measures:
    - Implement robust cybersecurity measures to protect sensitive data and maintain customer trust.
    - Stay updated on cybersecurity trends and threats in the digital landscape.
  9. Talent Acquisition and Retention:
    - Attract and retain top talent with expertise in emerging technologies.
    - Offer competitive salaries, training programs, and a supportive work environment.
  10. Eco-Friendly and Sustainable Practices:
    - Consider environmental impact when developing and implementing innovative solutions.
    - Adopt sustainable practices in product development, manufacturing, and day-to-day operations.
  11. Regulatory Compliance:
    - Stay informed about and compliant with regulations related to technology and data usage.
    - Proactively address legal and ethical considerations associated with innovation.
  12. Risk Management:
    - Implement effective risk management strategies to anticipate and mitigate potential challenges associated with innovation.
    - Foster a culture that encourages responsible risk-taking.

Adapting to the smart economy requires a holistic and strategic approach. Enterprises should be agile, data-driven, and open to collaboration while keeping a strong focus on sustainability, customer satisfaction, and talent management.

## **Differences Between Functional and Dysfunctional Conflict**

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**Abstract:-**

The resolution of contradictions is an objective function of the conflict, but this does not mean that it coincides with the goal of the participants, therefore the functions of conflicts from the positions of its participants are more diverse. Research in the field of functional consequences of the conflict was first carried out by L. Kozler and R. Dahrendorf. They summarized the positive and negative functions of conflict

- Innovative function. Conflicts contribute to the development and change in the organization, as they reveal shortcomings in the organization, reveal contradictions. They help reduce resistance to change.
- Signaling function. The conflict reveals the problems and contradictions of the expanding system, rather than going deeper, where they are even more intensified and have a destructive effect on the organization.
- Integration function. Conflicts contribute to the formation of group solidarity, which makes it possible to eradicate the causes of internal disunity and restore unity. However, it should be noted that such an effect is exerted by conflicts that affect only such goals, values, and interests that do not contradict the foundations of intra-group relations. These conflicts tend to change intra-group norms and attitudes according to the urgent needs of particular individuals or subgroups. Conflict unites the staff of the organization in the fight against external difficulties. As a result of the conflict, the parties will be more inclined to cooperate rather than antagonize in future situations that may be capable of causing a conflict.
- Differentiating function. The conflict structures the company, divides the social whole into interconnected elements. Conflict contributes to the structuring of the organization by determining the position of the various subgroups within the system, their functions and the distribution of positions of power among them.
- Tension reduction function. Conflict interaction, as a rule, is accompanied by violent reactions, which relieve the participants of emotional stress, leading to a decrease in the intensity of negative experiences.
- Normative function. The conflict causes the improvement of the regulatory framework, the emergence of new rules and procedures, as well as the creation of new social institutions.
- Diagnostic function. The conflict helps to identify managerial problems in the organization, to find out the capabilities of opponents, the likelihood of retaliatory actions of the other side in future conflicts.
- Preventive function. Conflicts can also reduce the chances of groupthink and submissiveness syndrome, where subordinates do not express ideas that they believe are contrary to those of leaders. This can improve the quality of the decision-making process, as additional insights and “diagnosis” of the situation lead to a better understanding of it; symptoms are separated from causes and additional alternatives and criteria for their evaluation are developed. Because of the conflict, team members can work through potential performance issues before the solution is even implemented.