THE MANAGERIAL COMPETENCIES OF THE APPAREL DESIGNERS:
A STUDY BASED ON INDUSTRIAL VIEW

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ABSTRACT

The managerial competencies of the apparel designers’ study was conducted based on the industry view on two concepts such as Leadership management and global awareness. About 50 questionnaires were distributed randomly to the heads of different types of fashion apparel business establishments across India - like export house, fashion retail store and fashion house across India, of which 39 were responded. The response rate is to be 78%. The objectives of the study were to identify the required Leadership management skills for apparel designers and to ascertain the global awareness among apparel designers. Leadership management has been analysed based on ten variables such as communication skills, creative thinking skills, critical thinking skills, critique oneself constructively, critique others constructively, decision making, evaluate the environment, interpret customer needs/wants, leadership and team work.

The criteria of global awareness have been analysed based on six different variables such as educational and political issues, global competition etc. Interpreting customer needs and wants was a vital skill in leadership management. The skill of critiquing others constructively was of least importance under leadership management. Ethics and decision making and sustainable business practices were considered of equal importance under global awareness, whereas political issues are held as least important.

KEYWORDS: Apparel Designer, Competency, Apparel Industry, Industry View & Apparel Competency

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