

STRATEGIC MANAGEMENT: A DYNAMIC PERSPECTIVE¹

Dinesh Prasad Gajurel²

ABSTRACT

This paper briefly describes the evolution of strategic management concepts; explores how strategies are formulated and implemented; shows how significant the strategic management in both 'for profit' & 'not for profit' organizations and small and large organizations; and emphasis on the need of dynamic approach of strategic management.

Keywords: Strategic management

I. INTRODUCTION

Strategy is not what it used to be or what it could be. It is an analytical problem to be solved (Montgomery, 2008, p. 54). The strategic management tries to answer how the firms achieve sustainable competitive advantage (Herrmann, 2005). The market forces determine the industry profitability and importance of differentiating a firm from its competitors to sustain in the market (Porter, 1996; 2008). An effective strategy states not only what a organization will do but also, implicitly, what it will not do considering strategic fit and strategic stretch. In this regard, many strategic theories and concepts have been developed and refined.

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Strategic Management A Dynamic Perspective

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Strategic Management John Lewis Rice, Carpenter Rice & Martin, 2009-08-20 This is the book that enables students to transfer conceptual classroom learning to strategic application in their professional lives The new Australian edition of Strategic Management is the only text on the market that integrates the Dynamic Perspective of Strategic Management across all topics It emphasises this throughout the text by incorporating 3 main themes changing strategies for changing times the integration of formulation and implementation and strategic leadership The use of the Strategic Diamond model is also prominent through the text The model effectively details five key strategic elements necessary for creating a complete strategy arenas vehicles differentiators staging and economic logic The Strategic Diamond gives students a solid model for considering all aspects of a strategy in order to create and implement a complete strategy The arenas and staging elements deal specifically with the dynamic aspect of strategy There are two How Would You Do That exercises in each chapter exposing students to the implementation challenges that companies face every day These exercises ensure that implementation remains in the forefront of the students minds as they work through the text With this interactive feature students have a chance to place themselves into the role of a strategic decision maker at a well known and interesting company Using Excel each How would you Do That clearly shows students the interdependence of formulation and implementation and lets them practice their decision making skills Strategic Management Mason Andrew Carpenter, 2009 This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives **Strategic Management** Dinesh Gajurel, 2016 This paper briefly describes the evolution of strategic management concepts explores how strategies are formulated and implemented shows how significant the strategic management in both for profit and emphasis on the need of dynamic approach of strategic management

Strategic Management: A Dynamic Perspective Concepts [With Access Code] Mason A. Carpenter, Wm Gerard Sanders, 2008-07-01 KEY BENEFIT This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives KEY TOPICS Three key themes constitute the dynamic perspective on strategy 1 changing strategies for changing times 2 the integration of formulation and implementation and 3 strategic leadership For business professionals involved with strategic management *Strategic Management* Mason A. Carpenter, William Gerard

Sanders, Kenneth F. Harling, 2013-01-02 **Strategic Management** Mason A. Carpenter, William Gerard Sanders, Kenneth F. Harling, 2013-01-02 *Strategic Management* Silvio Bianchi Martini, Antonio Corvino, Andrea Dello Sbarba, 2024-11-07

This book explores the intricate world of strategic management. Blending theory with practical examples, the authors provide a systematic framework for strategic decisionmaking. The book is divided into two parts. It begins by exploring the perspectives of strategic analysis, examining the firm's current situation and evolutionary perspectives, as well as the objective reality and subjective perspective. These interconnected perspectives require different analytical approaches to understand the firm's present state and the process of change. The second part, entitled "The strategic map," delves deeper into specific areas of strategic analysis. It focuses on the current state of the firm today, emphasizing the importance of understanding its resources, products, markets, activities, and stakeholder relationships. The quality and implementation effectiveness of the strategic model are also assessed, providing a reflection tool for improvement. The book further explores strategic change processes, the values and identity of the firm, performance evaluation, and corporate governance and internal control systems. Suitable for newcomers and professionals in corporate strategy and governance, this book combines theory and practical examples to enhance understanding.

A Dynamic Perspective Ellie Gough, 2014-11-07

Strategic management involves formulation and implementation of the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization competes. Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans. Academics and practicing managers have developed numerous models and frameworks to assist in strategic decision making in the context of complex environments and competitive dynamics. Strategic management is not static in nature; the models often include a feedback loop to monitor execution and inform the next round of planning.

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Strategic Management - a Dynamic View Okechukwu Emeagwali (Lawrence), 2019 **Strategic Management: Competitiveness and Globalisation** Dallas Hanson, Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 2016-09-29

With an emphasis on global advantage, the text offers a comprehensive examination of regional and international issues to provide a complete, accurate, and up-to-date explanation of the strategic management process. New coverage on environmental concerns and emerging technologies, as well as examples and cases from Australia, New Zealand, and Asia Pacific, serve to engage students while updated.

international content demonstrates how strategic management is used in the global economy The text takes a resource based approach which requires the examining of a firm s unique bundling of its internal resources This text is appropriate for upper level undergrad usually third year post grad in Masters courses Strategic Management and Online Selling Susanne Royer,2013-04-15 Focusing on Business to Customer B2C internet business and on firms that offer intangible products and or services that can be directly consumed via the world wide web Strategic Management and Online Selling also covers immaterial products and online news information or home banking Considering how firms with similar specific characteristics are able to realize competitive advantages this topical book discusses an area of particular contemporary importance and increasing academic study *STRATEGIES FOR PROFITING FROM AN INNOVATION-- A DYNAMIC PERSPECTIVE* ALLAN AFUAH,1996 Instructor's Manual with Case Teaching Notes, Strategic Management Mason Andrew Carpenter,William Gerard Sanders,2007 **Strategic Management** Robert A. Pitts,David Lei,2006 Do you know how to get the competitive advantage STRATEGIC MANAGEMENT BUILDING AND SUSTAINING COMPETITIVE ADVANTAGE shows you in detail how the world s top companies build extend and sustain a competitive advantage How do they do it Through distinctive competence quality globalization change and ethics And because this business textbook is rich with study tools STRATEGIC MANAGEMENT BUILDING AND SUSTAINING COMPETITIVE ADVANTAGE gives you the competitive advantage on the test as well **Strategic Management** Michael A. Hitt,R. Duane Ireland,Robert E. Hoskisson,2003 This text explains how firms achieve strategic competitiveness emphasizing integration of resources and capabilities to obtain a sustained competitive advantage The text integrates the resource based view of the firm with the more traditional model **Sampler Strategic Management** Mason A. Carpenter,William Gerard Sanders,2005-12-29

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