

REFORMING CORPORATE SECTOR VIA STRATEGIC MANAGEMENT

Dr. Suniti Ahuja¹, Devika Ahuja² Anmol Ahuja³

¹Associate Professor D A V Centenary College, Faridabad, Haryana (India)

²Assistant Manager, Genpact, (India)

³Student

ABSTRACT

This paper studies the success in corporate sector through strategic management. Now a day the world all over economy has witnessed a lot of challenges and dynamism. The success in corporate sector and business will depend on management's recognition of the various functions: such as analysis the environmental changes, strategies selection, helping them to think creatively and positively, setting goals, establishing strategies to achieve goals, provide responsibilities and implementing the exact strategies, measuring progress and evaluating the success and results. The paper also examines how proper implementation of the strategic management in a business organization can provide a solution to ailing corporate firm. This paper revealed that a genuine application and benefits of strategic management by implementation of Corporate, Business and Functional strategies. Strategic management is a significant approach utilizing the principles and method of management to identify the corporate goals or mission of any business. This study explores how strategic management thinking manifests itself in strategic management practice in the organization.

Keywords : Strategy, Business, Evolution, Corporate strategy, Functional Strategy

I INTRODUCTION

The strategic management is an art remained primarily connected with the military department. The history of military is filled with the examples where the strategic management of offensives and counter offensives lined the path for significant victories. In the Corporate sector, its appearance started after the conclusion of Second World War. The speedy growth of world economies like USA, Japan and China and India provided a positive environment for big multinational organizations which required evolution in planning and thought process. Moreover, the competitive environment made it hard and tricky for the organism to maintain the success graph without realizing the updating requirements of business purpose and adopting a planning agenda to handle those changes. It describes an appropriate target to satisfy the goal, make out existing opportunities and constraints in the environment, and identify a way by which goal can be achieved. The performance and output of any business organization in the

competitive economy is dependent upon the quality of its management via appropriate implementation of strategic management.

There are key element of strategic Management

- **Environmental Scanning**

Environmental scanning is a suitable method of evaluating the environmental factors at micro and macro level in respect to identify the organizational opportunities and hazard.

- **Strategic Formulation**

Strategy formulation is the appropriate method with which the better course of action, for achieving the organizational objective and goals are decided.

This method consists of three steps.

- (a) Generation of Option
- (b) Evolution of option
- (c) Selection of strategies

a) Generation of option

After studying the environmental conditions, the next level in the strategic management model is to generate the various options for choice. These options must be in track with the organization's stated goals and values. At this level creativity is most important, the strategist must look for out of the box opportunity, and even the foolish looking ideas could be amended and become viable opportunity.

b) Evolution of option

After generating good options, these must then be analyzed. This method needs to include likely accomplishment, risk factors, time factors and cost affects. After analyzing these factors the strategist can make a decision upon the most favored option.

c) Selection of Strategies

After all options are evaluated then the most favored option needs to be choosed. Before it can be put into operation it needs to be presented to the Board of Directors and management for their approval.

Levels of strategic planning

In order to organize the strategic management approach, the strategies are evaluated and implemented in three levels of strategic planning. These hierarchical stages help the organizations in achieving both the annual goals as well as long term goals.

CORPORATE STRATEGY

It is the highest level of strategy making in an organization or association. It is related about the overall development and progress of the businesses within the organization. These strategies give a direction for a firm or organization that what type of business it should be investing in.

Corporate strategy is based on the following-

- Where your organization is place today?
- Where you want it to be ?
- How you want to get there?

BUSINESS STRATEGIES

Business strategies are available to those organizations which have different or unlike businesses and each business requires separate strategy approach. Although these strategies approach may differ from each other but overall business strategies of a firm or an organization remain under the umbrella of the overall mission, vision and objective of the organization. The objective of this strategy is to acquire competitive advantage and profit in specific markets.

FUNCTIONAL STRATEGIES

Functional strategy is the best approach that implementation of business strategies. These strategies are the exact means or the steps taken in order to suitable and efficiently implement of the higher level of strategies. Mostly it deals with respectively restricted plan and policies providing goal for specific function. Functional strategies can either be quantifiable or non quantifiable. The non-quantifiable actions are customer satisfaction and quantifiable actions are number of orders placed or delivered per day.

BENEFITS OF STRATEGIC MANAGEMENT

Competitive benefits is a concept that motivates strategists to replicate the strategies that make most successful companies successful Competitive benefits in strategic management are that a business without strategy is a business without direction. Strategies without a competitive benefit are a business without a precondition of success or

5th International Conference on Science, Technology and Management

India International Centre, New Delhi

30th July 2016, www.conferenceworld.in

(ICSTM-16)

ISBN: 978-93-86171-00-9

outcome. Managing strategically is to make best decisions quality and implement strategies that provide an organization to develop and maintain competitive benefits. According to this, we can learn and study that competitive benefit is a very significant concept in strategic management.

II CONCLUSION

This studied Conclude that every corporate organization tackles its strategic management approach and efforts differently. Strategic management consist the leadership style, over all maturity of the organization, structure and models, all of these factors influence how an organization will effectively handled its strategic management efforts. But the most significant thing in any progress is the implementation of the strategy planning and its continuous evaluation. These factors help in gauging the practicality of a plan and ensure the corporate organization's success and progress.

REFERENCES

- [1] https://en.wikipedia.org/wiki/Strategic_management
- [2] <http://www.managementstudyguide.com/strategic-management.htm>
- [3] <http://searchcio.techtarget.com/definition/strategic-management>
- [4] <http://www.introduction-to-management.24xls.com/en202>
- [5] <http://www.idpublications.org/wp-content/uploads/2013/08/The-Art-of-Strategic-Management-A-Key-to-Success-in-Corporate-Sector.pdf>
- [6] <http://www.cemi.com.au/sites/all/publications/Mazzaro1%20SEAANZ04%20paper.pdf>