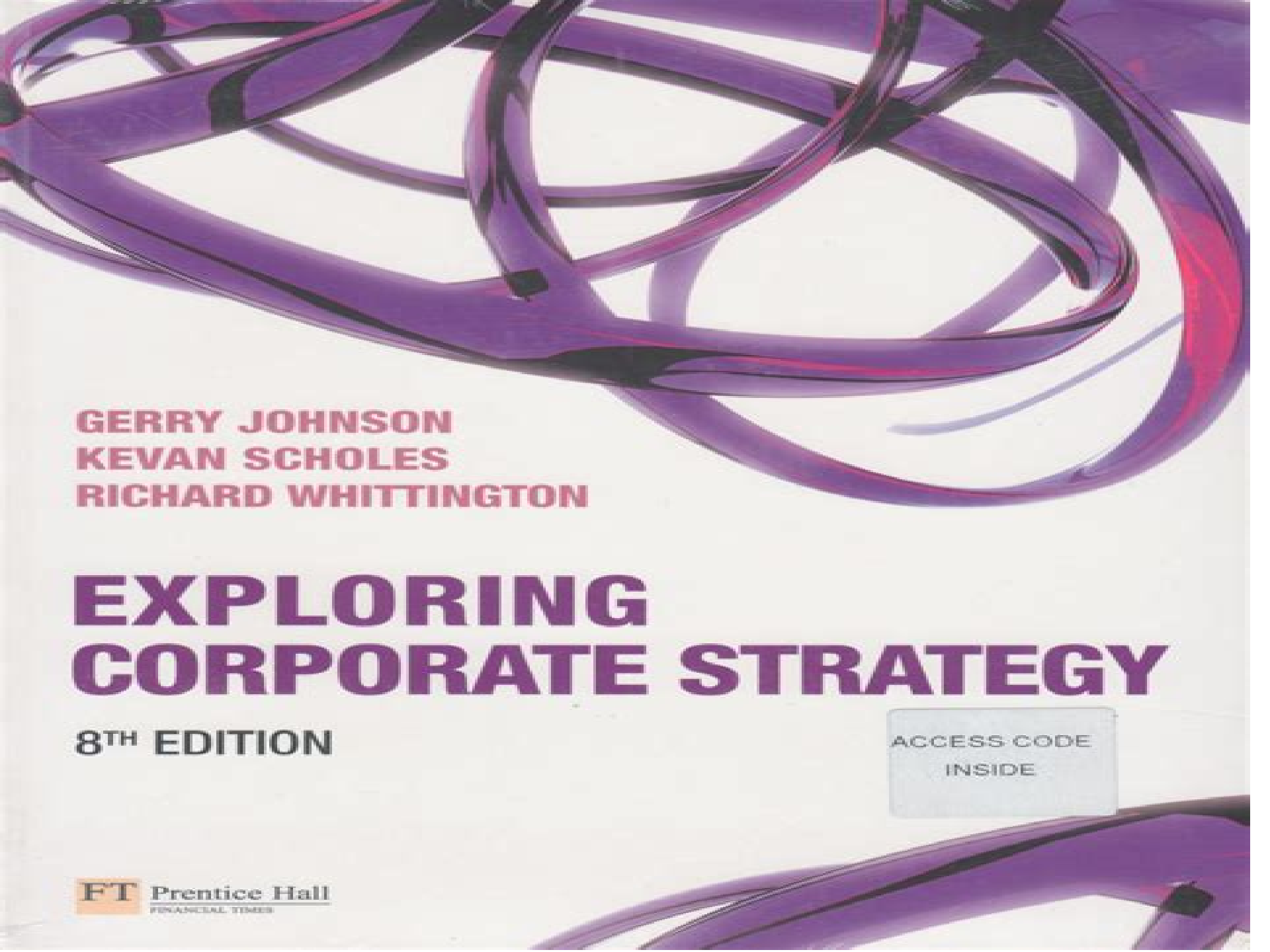




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The Evolution of Strategic Management: Challenges in Theory and Business Practice Tomasz Kafel, Bernard Ziębicki, 2021-01-01 Purpose Strategic management has been developing in business theory and practice for over 50 years Presently it constitutes the main area of research interest in management science The contemporary conditions of business operations create new challenges for strategic management such as the use of dynamic capabilities in strategy building relational strategies networking of organizations technology development and automation of processes and global strategies These challenges are often referred to as neostrategic management The purpose of this publication is to present the findings of research concerning new strategic management concepts and challenges

Methodology The main research method of this article was a narrative literature review On the basis of the research the development of the concepts as well as contemporary trends and challenges of strategic management were characterized There is also a synthesis of the problems and research results presented in the articles in this special issue of JEMI Findings Various schools and approaches to strategy formulation have been created They indicate different factors that allow for success in strategic management such as setting long term goals selection of programs and their execution plans planning school connection of the enterprise with the environment evolutionary school focusing attention on competitive advantage and achieved performance position based school focus on one s own resources and competences resource school use of opportunities and creating innovation simple rules school selection of the best option and orientation in business management real options school or eclectic perspectives integrating the listed approaches The strategic management concept has two dimensions The first dimension is related to the emergence of subsequent new strategic management concepts which often hark back to the previous schools and approaches The second dimension of development applies to

operationalization and adjustment of the previous concepts to the changing conditions Implications for theory and practice The paper characterizes the research results presented in the articles included in this JEMI issue They deal with various problems and challenges in the field of strategic management such as the relationship between market dynamics market orientation and performance of enterprises the innovativeness of companies as a contemporary strategic orientation of companies the strategy implementation and the management of the organization change problems of strategic management of the development of the city Originality and value The problems presented in the study relate to challenges and new concepts in strategic management They enrich the existing knowledge on the development of strategic management and also create inspiration for further research in this area Keywords evolution of the strategic management concept neostrategic management strategy implementation success market dynamism strategic management of cities innovation strategy Table of Contents Dynamics of the evolution of the strategic management concept From the planning school to the neostrategic approach 7 Tomasz Kafel Bernard Zi bicki The impact of market orientation on the performance of MSMEs operating in technology parks The role of market dynamism 29 Anna W jcik Karpacz Jaros aw Karpacz Joanna Rudawska Innovative activity of Polish enterprises a strategic aspect The similarity of NACE divisions 53 Edyta Bieli ska Dusza Monika Hamerska The strategy implementation process as perceived by different hierarchical levels The experience of large Croatian enterprises 99 Valentina Ivan i Lara Jelenc Ivan Mencer Is dominant logic a value or a liability On the explorative turn in the German power utility industry 125 Ekaterina Brandtner J rg Freiling City policies to promote entrepreneurship A cross country comparison of Poland and Germany 159 Jan Fazlagi Aleksandra Sulczewska Remi Windham Loopesko

Modern Corporations and Strategies at Work Bhabani Shankar Nayak, Naznin Tabassum, 2022-09-13 Strategies are integral to growth expansion and sustainability of modern corporations The agile strategies are central to overcome challenges of the turbulent times accelerated by risks pandemics wars political instabilities and environmental disasters This book on Modern Corporations and Strategies at Work focuses on different strategies followed by corporations This book makes critical reading of corporate strategies and evaluates them This book offers insights into the way corporations develop and implement strategies to face different challenges This book explores wider world of corporate strategies and their limitations The future of world economy and international business is shaped by large modern corporations and their rapidly changing business management and marketing strategies This book explores the way modern nation states are standing behind the corporations to ensure that their strategies are successful in a world of complex challenges This book further examines how collaborations between the state and modern corporations are part of the corporate strategy at work today Further how modern strategies are integral to the start growth expansion and sustainability of modern corporations This book explores operational agilities and organisational abilities of modern corporations to engage with diverse challenges and overcome the crisis The volatile business environment is creating conditions of instabilities for the market to function effectively and

efficiently Such conditions are weakening all agents and structures operating within international business and world economy This book argues that there is an urgent need for a profound reshaping of the corporate strategies to deal with a post pandemic society It is perhaps as far reaching as that the remaking of corporate strategies are in the crossroads today due to its intrinsic profit motives The remaking of modern corporate strategy comes in the wake of pestilence of a global health crisis its full impacts are yet to be felt evaluated and understood A comprehensive shift in corporate strategy from formulation implementation and evaluation to remaking is at the heart of this transformations in the working of the corporations and their fundamental ideological apparatus

Managing Chinese Outward Foreign Direct Investment Xueli Huang,Ying Zhu,2016-01-05 China s outward foreign direct investment for which Australia is one of the largest destinations has rapidly increased and become an important source of global capital Nevertheless Chinese investors have encountered many challenges in making their investment decisions and managing their foreign direct investments for sustainable development and profitability Managing Chinese Outward Foreign Direct Investment focuses on the management of Chinese outward foreign direct investment particularly foreign subsidiaries established through merger and acquisition at the organisational level Considering investment as a process the book addresses complex managerial issues from strategic entry decisions to corporate sustainable development Particular emphases have been placed on the post acquisition integration and management such as liability of foreignness mitigation post acquisition integration corporate control and governance human resources and cross cultural management and corporate social responsibility

Transport Services Management in Africa Emmanuel Mogaji,Ogochukwu Ugboma,Chinebuli Uzundu,2025-10-15 Transportation is an essential part of human activity and a service that makes an enormous contribution to the economic social and general well being of countries and their citizens However many developing countries and emerging economies are suffering from institutional challenges that impact their transport infrastructure and ability to provide an effective transport service This book highlights the research on transportation services in Africa and provides theoretical underpinning for future studies on transport service management It recognises that one size does not fit all acknowledging that transport service provision in Africa needs to be contextualised amidst the inherent challenges and the travel demands of citizens This book moves beyond Western transport land use and engineering research to explore transportation from a services and business perspective and provides a comprehensive resource encompassing transport service quality marketing communication public sector engagement with stakeholders and sustainable and inclusive transportation This edited collection brings together insights from authors across Africa to provide much needed theoretical and practical knowledge for academic researchers and students as well as policymakers in the region

Cases on Effective Digital Marketing for Competitive Organizations Santos, Sara,Santos, José Duarte,Pires, Paulo Botelho,Pereira, Inês Veiga,2025-02-13 In the fast paced world of modern business organizations grapple with the ever present challenge of effectively navigating the complexities of digital marketing As consumer behavior evolves and

technological innovations continue to reshape the landscape companies face the daunting task of staying ahead of the curve to maintain competitiveness and engage with their target audience Yet amidst the vast sea of information and myriad of digital channels available many organizations find themselves struggling to devise and implement effective digital marketing strategies that yield tangible results Cases on Effective Digital Marketing for Competitive Organizations emerges as a guide amidst the challenges of the digital age By presenting a curated collection of real world case studies this book offers invaluable insights into successful digital marketing strategies across various industries From leveraging emerging technologies like artificial intelligence and augmented reality to mastering the art of storytelling and cultivating customer loyalty each case study provides actionable lessons and practical guidance for navigating the complexities of the digital marketing landscape

Police Socialisation, Identity and Culture Sarah Charman, 2017-11-03 This book reinvigorates the debate about the origins and development of police culture within our changing social economic and political landscape An in depth analysis and appreciation of the police socialisation identity and culture literature is combined with a comprehensive four year longitudinal study of new recruits to a police force in England The result offers new insights into the development of and influences upon new police recruits who refer to themselves as a new breed of police officer Adding significantly to the police culture literature this original and empirically based research also provides valuable insights into the challenges of modern policing in an age of austerity Scholars of policing and criminal justice as well as police officers themselves will find this compelling reading

ECIC2009-2nd European Conference on Intellectual Capital Susana Rodrigues, 2010

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