

عنوان مقاله:

Review and Study of the Main Crisis Factors in implementation of Strategic Management on Organizations

محل انتشار:

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خلاصه مقاله:

The strategic management process implies the management staff has at least three engagements: define, conduct and evaluate applied strategy. However, the most common reasons of firm bankruptcy are linked to wrong implementation and that's why implementation is often defined as the Achills heel of the strategic management process (Roney, ۲۰۰۴, p. ۲۳۳). Unfortunately, most strategic planning efforts fail during this crucial phase and firms waste significant resources already invested. This paper examines the literature of strategy implementation and post a link between some critical points, important to reduce errors in strategy implementation and improve firm performance

کلمات کلیدی:

Implementation obstacles, Critical implementation factors, Key Performance Indicators

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