

## عنوان مقاله:

Enhancing Enterprise Competitiveness:Self Assessment Approach

## محل انتشار:

نهمین کنفرانس بین المللی مدیران کیفیت و چهاردهمین کنفرانس بین المللی سازمان کیفیت آسیا و اقیانوسیه (سال: 1387)

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## خلاصه مقاله:

In the market economy, characterized by free flow of goods & services, the firm level Competitiveness determines the success as well survival of the enterprise. Enterprise Managements are seized with the issue of maintaining and further improving upon their competitive positions and are looking for models and tools that aid them in this process, particularly due to complexities in managing business to provide balanced considerations to triple-bottom-line features of Profit-Environment-Society. It is here the relevance of an enterprise model integrating all these facets comes up as an aid, to enable continuous focus on the competitiveness factors and its management & monitoring through the evaluation of strategic interventions on a periodic basis. The basis of the model is "Competitive Assets when synergized by Competitive Processes give Competitive Results". This paper tries to present such an Integrated Competitiveness Model, with an appropriate quantification mechanism that is amenable to self-assessment and introspection of the related strategies by the management. The application of such a model and its methodology results in evolving strategic road-maps towards enhancing its competitive strength. Further, the efficacy of this model is illustrated through an application case of an energy service providing company in India, establishing the usefulness . of the model for the contemporary enterprise and institutional managements

## کلمات کلیدی:

Competitive Assets, Competitive Processes, Competitive Results, Tool-Kit, Competitiveness Index

## لینک ثابت مقاله در پایگاه سیویلیکا:

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